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National Printer Journalist

Vol. 31 Number 1

Chicago
January, 1913

*A Prosperous
New Year to One
and All.*

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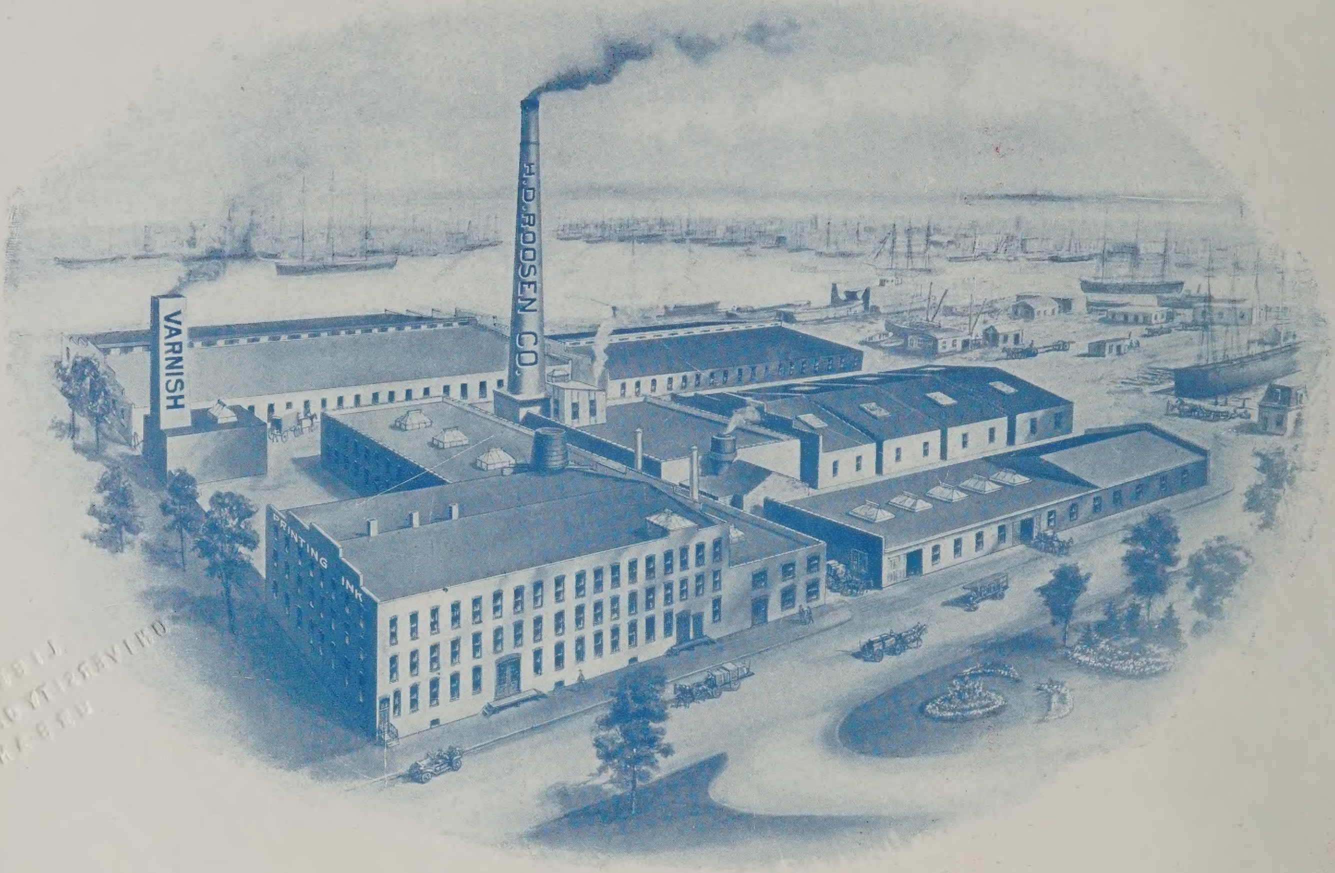

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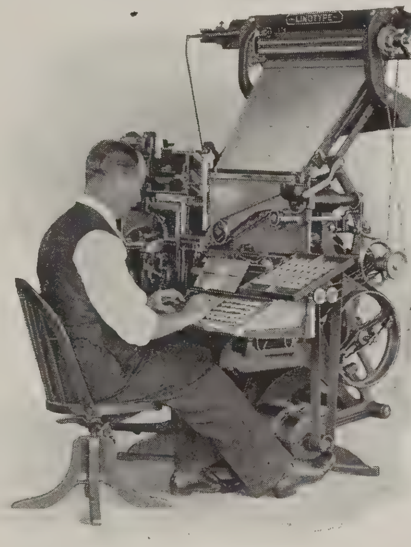

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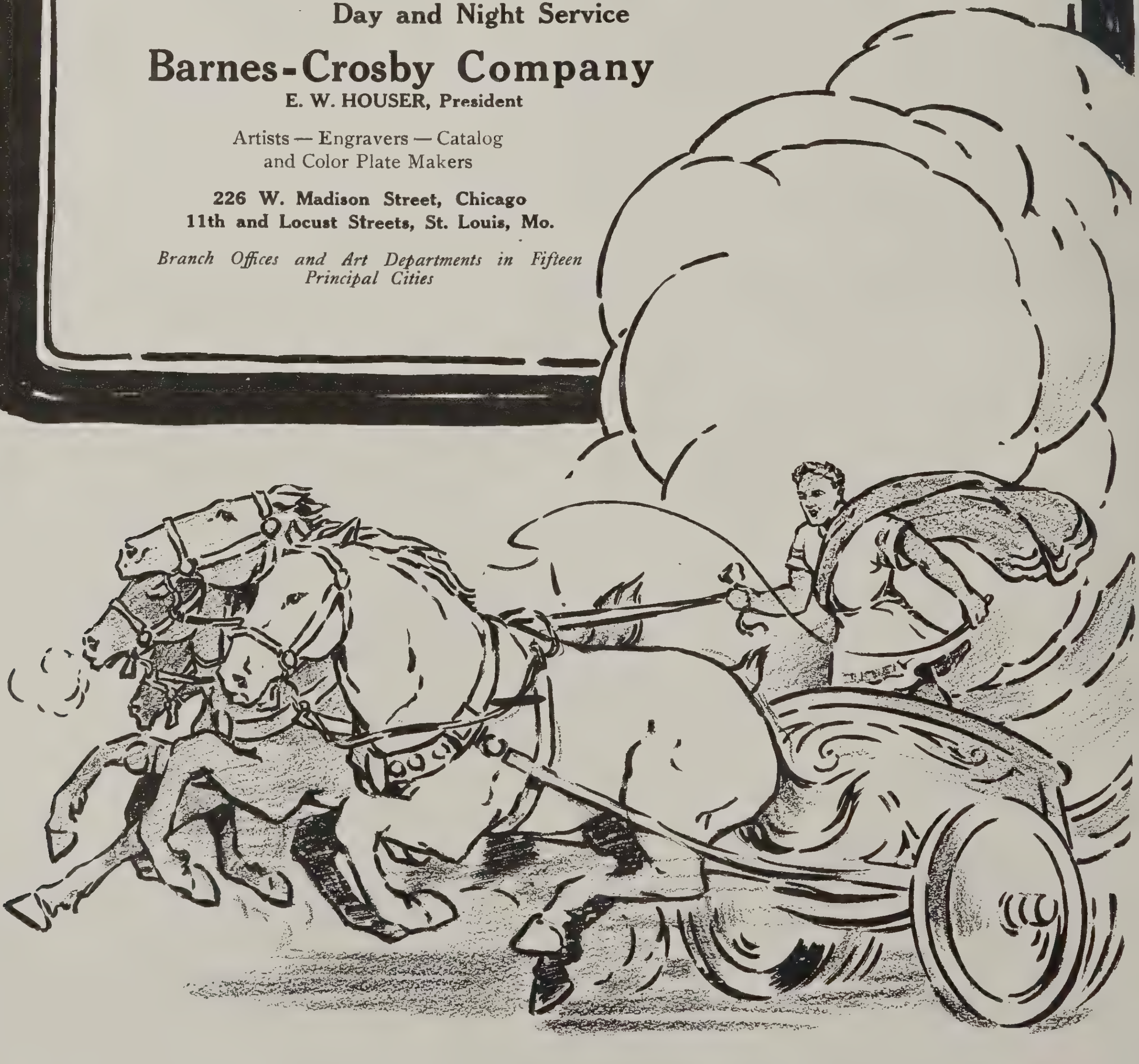

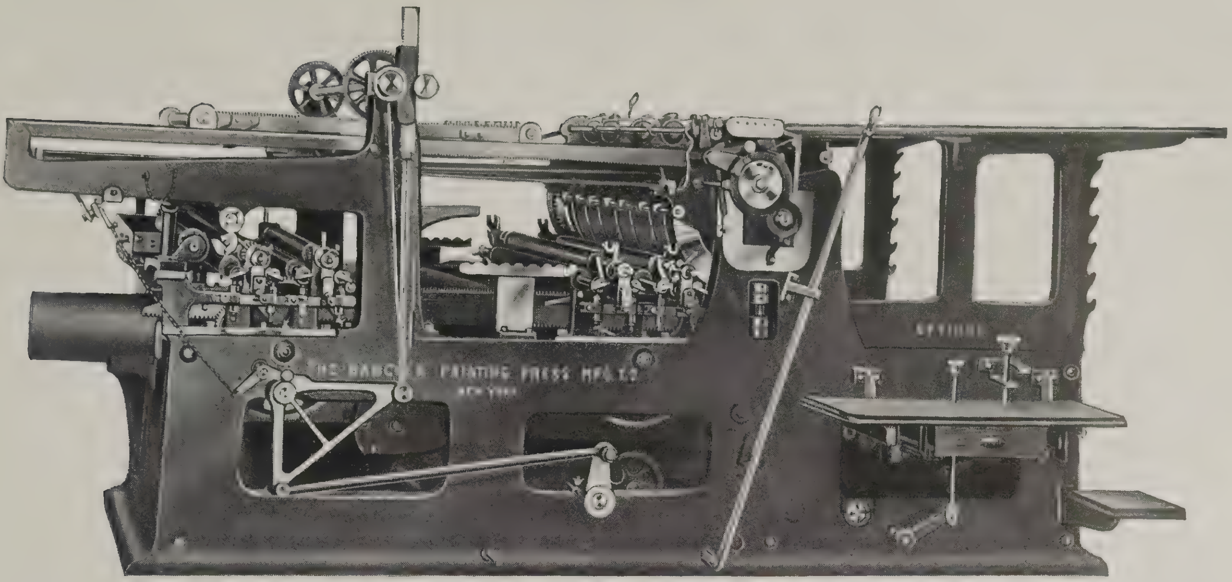

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The Babcock Flat-Beds

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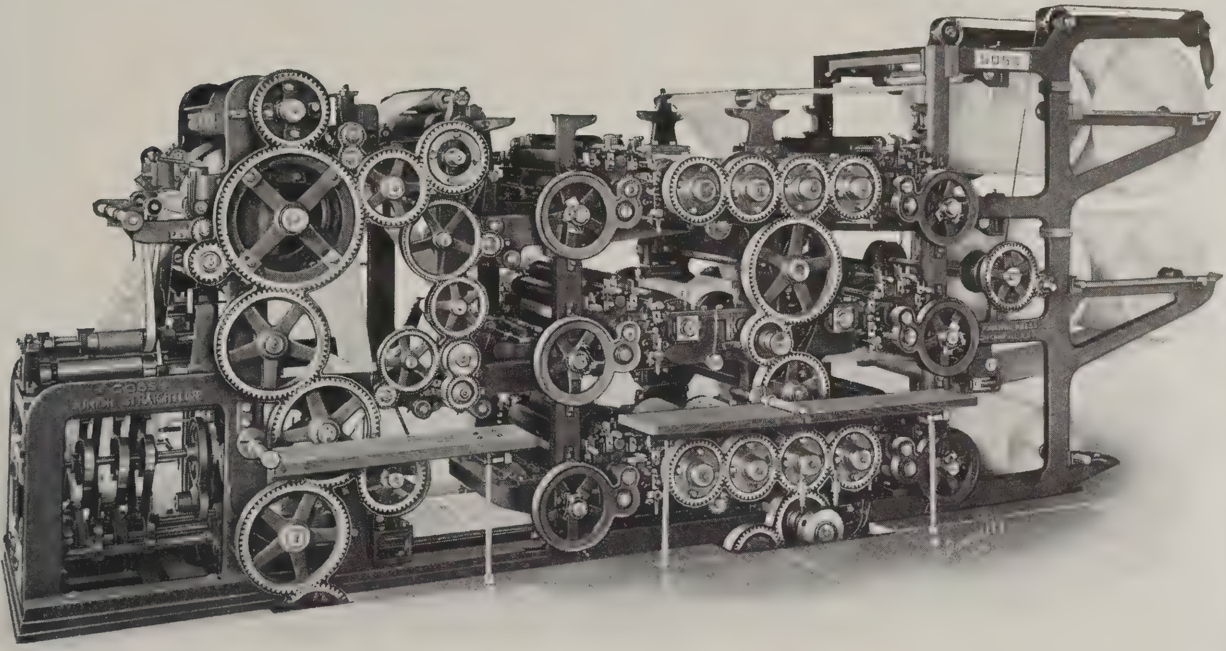

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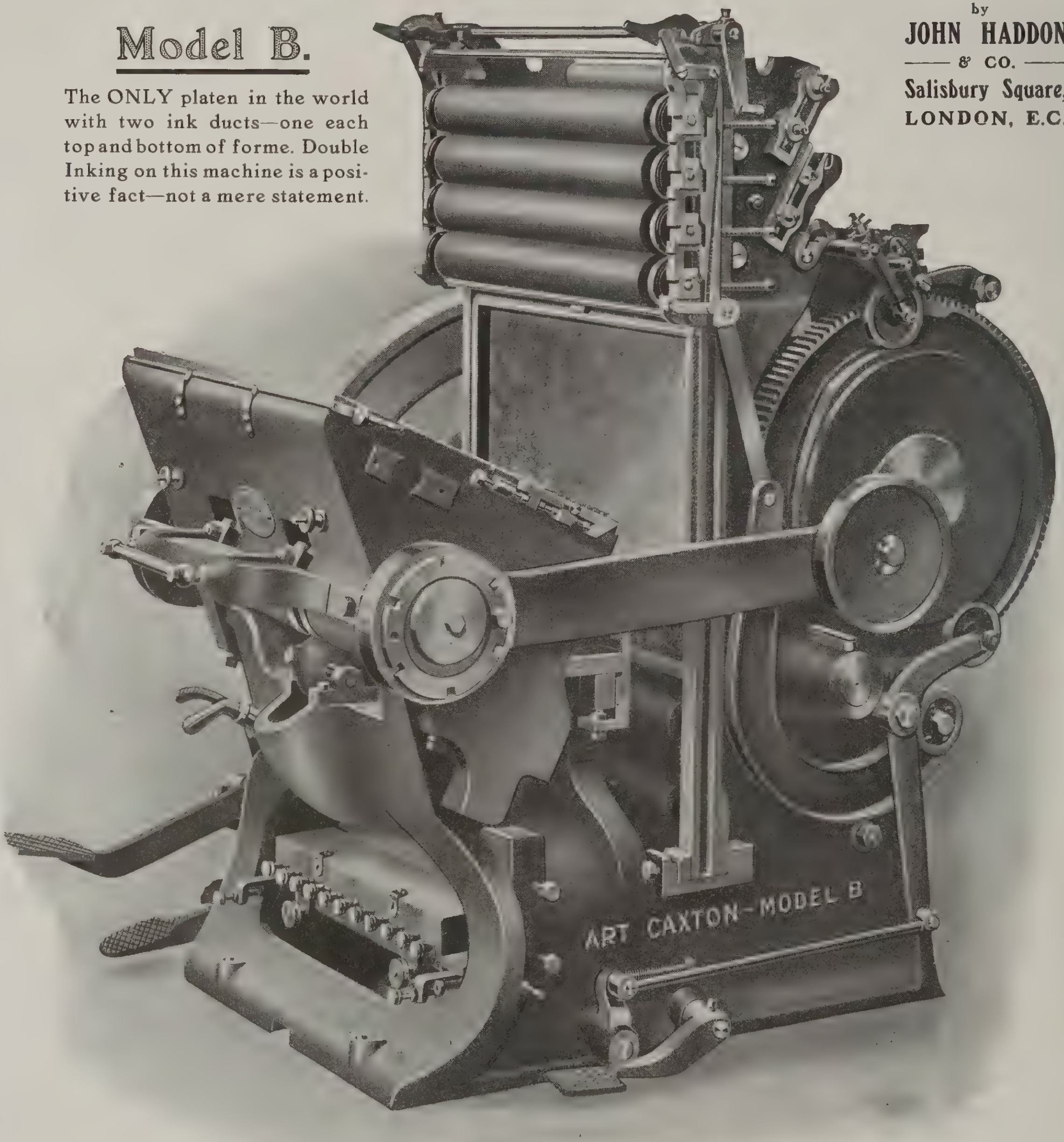

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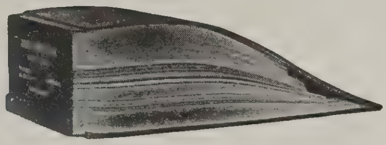

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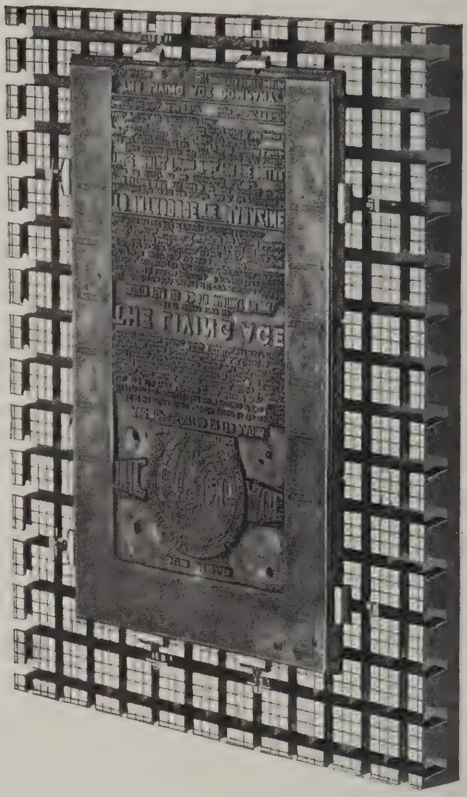

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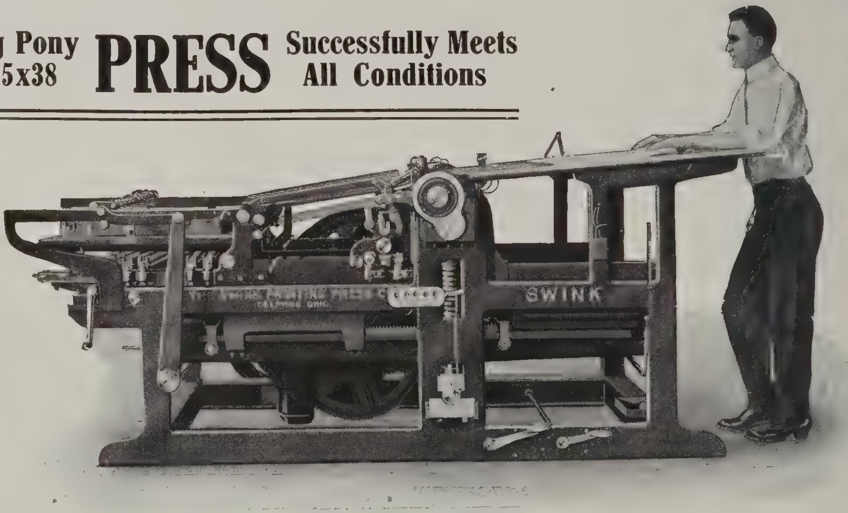

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NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-One Chicago, January, 1913 Number One

Views as to One Cent Letter Postage and Second Rate Mail Matter

DISCUSSIONS of postage rates and their effects on publications are interminable and yet there are doubtless some good results to come from these discussions.

Editor I. W. Heminger discusses these subjects at some length in an issue of the Findlay, O. "Republican," commenting on an address of Charles William Burrows, in favor of one cent letter postage. While we give herewith his views, we wish to remark that there are many other questions than those that he presents that are to be considered.

It is only a theory that one cent letter postage will be of great benefit, or whether such a rate would be just under all conditions. First class mail matter demands and receives special care and promptness in delivery. The payment of a higher rate of postage, shown by the stamps on the letters, indicates special value and commands care and prompt delivery and results in securing the attention and consideration of the person addressed.

For these very reasons there is much matter that could be sent at one cent rate, that is now sent under letter postage in order to secure these desirable ends. There should be a discriminating rate for first-class matter, just as certainly as a greater rate is charged for the shipment of diamonds than for the shipment of wheat by express or transportation companies.

Newspapers and periodicals promote the business of the Postal Department in first-class matter to the amount of millions of dollars each year, besides directly rendering a service to the people who constitute the government, in informing them as to, and educating them in, all matters necessary to the conducting their government and in carrying forward all the educational, commercial and industrial activities.

Without the newspapers and periodicals, free government in this broad land, reaching over such vast territory, would be impossible and all trade and industry would languish. The press is today the most useful and effective arm of free government.

The other matters involved have been so frequently discussed in these pages that further reference thereto, here, is not deemed necessary. To our mind, the belief of injury from the circulation of metropolitan dailies, or other publications, in a local field is not well founded. There are some sixty neighborhood papers published in the city of Chicago, where the great dailies are published, and these neighborhood papers are prosperous and popular.

The county-seat paper gives the county-seat and all the local county news from the different neighborhoods which the metropolitan papers can not give, and discusses and promotes all the local and county interests. The county-seat dailies are taken because of the local news and the existence of local dailies has greatly curtailed the circulation of the great city dailies, so that these have become largely home papers.

There was a time when the New York Daily Tribune was taken throughout the whole nation, but this is no longer the case. The general, outside circulation of the great city dailies, in proportion to the increased population, is much less than was the case thirty or forty years ago. The people want the home news first and when the home daily gives the general news to an extent to satisfy demands, the home residents will take the home daily and discard the city daily. All this has been our experience when publishing a local daily, and

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we now publish a neighborhood weekly in Chicago within six miles of the publishing houses of four great morning and six afternoon dailies, some of these issued every hour from 12 m. to 6 p. m., and it is a most profitable publication, considering the actual cost of production. It is the local or neighborhood news that does the trick.

Make the home daily or weekly to contain all the home news, for that is what the readers want, and there will be little need to fear outside competition.

We take little stock in the one cent letter postage propaganda. It is not well founded and its falacies should be shown. But here is the editorial by Editor Heminger:

Newspapermen's Delusions

Charles Wliliam Burrow's address in Findlay the other night advocating one cent letter postage was primarily an attack upon the privileges enjoyed by periodical publishers in the rate of one cent per pound accorded second class mail, under which all periodical publications are classed. The gist of the whole affair was that if the matter now carried at the rate of one cent per pound were made to pay its prorata share of the cost of transporting and delivering it, the rate for letters could easily be reduced one-half and the postal department still made self-sustaining, which is no doubt true.

All newspapers are included in the second class department and would therefore be naturally presumed to oppose any increase in the rate of postage to be charged for the transmission of their publications through the mails, and as a matter of fact practically all of them are. However, there is room for a difference of opinion, even among publishers, on this question, for there is such a marked difference between the characters of publications that what might seem to be favorable legislation for all of them is really detrimental to many, and the pathetic feature of the whole matter is that they are deceived into believing the contrary.

The country publisher, the publisher of the ordinary county-seat daily, imagines that he is benefited by the operation of the law granting him a rate of one cent per pound on the papers he mails to his subscribers, but under the ruling of about five years ago by which the free-in-county privilege was withdrawn, he is not only not benefited, but the so-called "privilege" becomes a positive detriment to his interests.

As a result of this privilege his field, his territory, that which rightfully belongs to him, is thrown open to every publication in the country on equal grounds so far as cost of transmission through the mails is concerned, and the city papers are able to come into direct competition with the local papers to his serious loss. These city papers, on account of the advertising resources and possibilities behind them are able to charge for their space in proportion to their circulation regardless of the figure to which it amounts, and they soon approach the point where circulation receipts are practically ignored and the advertising receipts become so great that they can afford to practically give away their papers in order to maintain a certain standard of circulation which will warrant the charge made for advertising. This cheap circulation comes into direct competition with the local paper, which has not only a limited field for circulation, but its advertising resources are also limited. It cannot charge above a limited amount for its advertising space regardless of the amount of circulation it may secure because its advertising patrons are limited in their trade and cannot afford to pay more, as they can in the larger cities.

For these reasons it is apparent that if the free-in-county privilege were restored to newspapers, and the rate for all papers and other publications sent to subscribers outside the county of publication, increased to actual cost, the papers published in the smaller cities and county seats would be the beneficiaries. The comparatively small number of subscribers the papers published outside the larger cities have outside their own county would make the actual increase in their postage bill so small as to be negligible, while the increased rate would make it impossible for the larger city papers to flood the local papers' territory at a rate so cheap that it cannot be profitably combated. Local papers would thus be enabled to increase their circulation within their own immediate territory, where the increase would benefit their advertising patrons, to an extent that would offset any loss they might have on account of having to increase their subscription rates to those outside the county to cover postage charges.

Another advantage that would accrue to the local papers would be the securing of a large amount of general advertising which is now placed in city papers through the notion that they cover all the territory anyhow.

For years the newspapers of the country were deluded by the belief that they were enjoying a great privilege in exchanging advertising space for transportation, and many were indignant when the government stopped the practice, but it has developed that it was a mere delusion and not a money-making exchange.

For years the newspapers were deluded by the notion that it was good business policy to send the paper to a subscriber indefinitely without getting paid for it, and never stop it unless specifically ordered to do so, and may-be not then. Uncle Sam put a stop to this practice by ordering that papers guilty of that practice be denied the privilege of the mails if they should send their papers to subscribers more than a limited time after the term paid for had expired. Some newspapers have continued the old practice in spite of the law, but newspapers that followed the order have found the new arrangement so profitable and agreeable, not only on their own but the subscribers' part, that they wonder why they ever did otherwise.

There are other delusions under which country newspapers are living that will sooner or later be brushed away, and indeed many publishers have already thrown off the spell, and among the delusions might be included the false notion that party loyalty should prevent a newspaper from selling advertising space to political candidates of the opposing party, and that civic loyalty should prevent them from accepting legitimate advertising from merchants in neighboring cities.

But the greatest of them all is that the second class privilege is an asset when in its last analysis it is a liability, and a serious one at that.

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SECRETARY ALLEN RESIGNS

We regret to make the announcement that Secretary Henry Allen of the Ben Franklin Club of America has tendered to President W. J. Hartman his resignation to take effect as soon after January first as his successor can be appointed.

In a letter, bearing date of December 17, Secretary Allen asked to be relieved of the cares of the office because of the illness of his wife which made it imperative for him to stay at home more than his duties will permit. He continued: "I shall always look upon the closing year of 1912 with pleasure and pride. In all organization work there are at times periods of disappointments and want of encouragement but in our case they have been overshadowed by the progress we have made. The growth of the movement has been steady and permanent. Nothing can stifle it in the future."

Secretary Allen has occupied the position of secretary of the Ben Franklin Club of America for a year and during that time he has done efficient personal work in fifteen different states, that he has visited. Wherever he has gone he has been cordially received, his personality making him staunch and true friends. He has never allowed difference of opinion on organization matters to alter friendship.

Mr. Allen has made no definite plans yet for the future, but it is safe to say that it will not be long before he makes a connection which will not only be satisfactory to himself personally but of mutual advantage to the firm he connects with. He will not, however, seek any organization appointment. He has already been the recipient of a number of letters from the officers and members of the executive committee expressing sincere regret at the reason and cause of his resignation.

Aid to Utilizing Parcels Post on Rural Routes

IN a brief presented before the United States Postal Commission at New York City, in October, 1906, the editor of this journal, representing the National Editorial Association, urged, as a means of wiping out the deficit occasioned by the newly installed Free Rural Mail delivery system, that a parcels post service be established on rural routes for the accommodation of the dwellers on these routes, and showed how great a convenience and saving of time and labor this would prove to the rural residents, especially in busy seasons of the year.

To this plan there could be no objections on the grounds of centralizing the business in the great municipalities or the building up of mail order houses to the injury of merchants in the smaller cities of the country.

This plan was not adopted but the evils and injustices of a general or unlimited parcels post, with uniform charges for the whole country, were, in a measure, avoided by fixing graded charges for the differing distances of transportation. The same principle might be applied to all mail matter as is now the practice in Canada.

The new system of parcels post goes into operation this month and with the idea of useful service to subscribers — which ever should be the actuating motive and aim of all newspapers — the Daily Republican of Red Wing, Minnesota, makes the following offers in a double column announcement, on the first page of its issue of December 21:

> Beginning with the first of the year the city and the country will be drawn still closer together by parcels post. This means that the interchange of commodities will be greatly facilitated, that the people of the country will be able to get by mail much of the merchandise which they need and that the people living in the city will receive from the country, by mail, many of the products raised on the farm. In this connection, The Republican wishes to make itself as useful as possible to the community which it serves by assisting in making the parcels post from the very start as complete a success as possible both for the people living in the city and those living in the country. Farmers will find in The Morning Republican and in The Weekly Republican the advertisements of Red Wing business houses that are anxious to get their trade. Farmers should telephone or write to these concerns and make their wants known and they will inform you with regard to the price and other details. If you cannot find in the advertisements just what you want, communicate with The Republican office and a representative of this paper will call on the merchant best situated to furnish the goods desired and select the goods for you, or communicate with you before so doing if there is any doubt about getting exactly what you want. Also, The Republican will purchase anything, even if it is not advertised, and no charge will be made for the service.
>
> The Republican assumes no responsibility in these matters except to act as messenger and purchasing agent, to accommodate its patrons in the country and in the city.
>
> **Will Find Market**
>
> If the farmers have anything they wish to dispose of, such as butter, eggs, poultry, fresh meats and dairy products, The Republican will endeavor to find a market for the same among the local dealers in such products or other patrons of the paper, giving preference to Republican subscribers and advertisers.
>
> If experience should prove that the arrangement suggested be of direct benefit in a commercial way to the patrons served, and provided the volume of such business should become too heavy to handle simply as an accommodation, then a reasonable charge, to be agreed upon, will be made, for the time and the trouble involved, but not, however, until ample notice has been given. To begin with the services of the paper will be absolutely free.
>
> Therefore, beginning with the first of the year, the people of the country and the people of the city, who wish to trade with one another, or exchange commodities with one another through the channels of parcels post, are all invited to make The Republican the medium through which to deal. Packages can be sent over the rural routes out of Red Wing at five cents for the first pound and one cent for each subsequent pound, no package to be larger than eleven pounds, the postage on the largest package being fifteen cents. When a shipment is heavier than eleven pounds it can be divided into two or more packages, each package being weighed and charged for separately.
>
> The general rules governing parcels post shipments have been published in The Republican. Any point which has not been fully explained will be made clear to any one who will 'phone or call at The Republican office.

This plan seems like good business policy and ought not only to prove beneficial to the patrons of the paper, both subscribers and advertisers, but should result in a kindly feeling toward the paper and an increase of advertising patronage, if not also of subscriptions.

There is no reason why every home paper, with a rural clientele, should not adopt and announce such a system for making the publication doubly useful. The announcement will do good and is good newspaper diplomacy, even if the paper should be required to render very little of the service proposed.

It will set the dwellers in both city and country to thinking about and using of the rural parcels post service to their mutual benefit. If the city dweller wants five or ten pounds of fresh butter or a dressed chicken, or any other produce of the farm, he can telephone his farmer friends and have it sent in by parcels post at a very small cost. So if a farmer wants any fresh beef from the butcher, sugar from the grocer or any other article of merchandise from the store, or a piece to replace a broken part of a farm machine, he can telephone and have the same sent by parcels post, and often save a half or a whole day's time for a man and team. Broken parts of a plow or other implement or machine can be sent to a shop and be returned in the same way.

But the thought here intended to be enforced is for the home paper to show its willingness and ability to serve its patrons in a practical and effective manner.

* * *

THE MEXICO LEDGER
R. M. White & Son, Editors and Proprietors

Mexico, Mo., Dec. 16, 1912.

National Printer-Journalist,
Chicago, Ill.

Gentlemen: Enclosed find draft for $2.00, subscription to August 1, 1913. We cannot get along without the good old reliable National Printer-Journalist.

Yours truly,
R. M. WHITE,
Editor.

"Looking Backwards"

By Joseph Lewis French

WHEN I first knew Joe Chapple some fifteen years ago, he was a young man with a high ideal and very little money. In fact, if he had not been able to inspire others with his ideal, both financially and spiritually, this story would not have been written. But men who have a real mission are always able to do that. He had come on to Boston from Iowa and Wisconsin — the former his native state where ever since he was grown up enough to wear "galluses" he had been wrestling with the problems of journalism. For Joe is a born journalist, and he has proved it almost from the cradle. The dreamy Western boy who was yet a born hustler — strange combination, and one who no other country under the sun but America has yet produced — had as I say an ideal. And when he saw Boston, the great cradle of American liberties, that ideal, a dream it was, really began to take form in his mind. Here was the place to fulfill it. Here under the shadow of Bunker Hill, and among the most sacred traditions and associations of our national birthright, was the place to found a great national magazine, a periodical that should stand before all things else for the spirit of true Americanism past, present, and to come.

Difficulties were mountainous but what were difficulties to this Western lad who had earned his own living, aye, and helped support the family ever since he could read. His schooling was obtained in that greatest of all universities, the hard-knocks school of Western prairie journalism. He was ready for anything. When fortune is confronted by a spirit like this she simply drops her eyes and acknowledges herself beaten. Then she opens her hands. Slowly at first for Joe Chapple, who was to be still further tried out as to the real stuff he was made of in the metropolis of New England cultivation, a very different scene to that which he had been accustomed. But his rugged strength of character and open sunny nature very soon began to win him friends. He found an opportunity to realize his chosen ideal, the founding of a national magazine in Boston, in a periodical of high partiotic aim, but much narrower scope, called the Bostonian. This he purchased outright, changing the name of the very next number to the National Magazine. The circulation list that he got with the Bostonian was a very small one indeed for a man who wanted to address a whole nation. He had no capital to build up a big circulation by advertising and other methods. He must work slowly, toilfully, to build it himself by the infusion of his own wonderful personality. This was the keynote of the National from the start. No other magazine has ever been launched in America with quite the same aims and purposes. None other had ever behind it such a combination of good will to all mankind and sheer grit, as this one, in its founder.

With the first number of the National, issued in 1897, Joe Chapple began to talk to his readers, to take them by the hand and tell them the little homely things that they really wanted to know. Not too much about himself and the National, but he seemed from the first almost to enter the very home circle of the average American family and become one of its members. Here was an attitude that was irresistible, and the response soon came. Month after month the circle of his readers grew all over the country. Joe Chapple became something more than an editor. He became a living personality, a philosopher of homely things, a kindly friend, a counselor. That is what he stood for to every one of his thousands of readers as month by month the great family of them grew. He traveled even to remote parts of the country and lectured and talked before representative audiences everywhere, and thousands of his readers thus came to shake his hand and to know him in person. Never, he tells me, has he felt more happy and proud in the sense of fulfillment of his life work, than when some homely old farmer has met him on the street of some town far from Boston and "talked it over," all over again. He visited foreign lands in the interests of his readers and met personally and talked with the great ones of the earth. In this way the readers of the National have met face-to-face, Bismarck, Gladstone, Queen Victoria and Ruskin, and many others. Always on the move in his own country; special feature writer, and correspondent, as well as editor of his own magazine, he has met within the past decade and a half nearly if not quite every man of national importance, and this meeting means something more than a hand grip and a word of cheer. In every case, thanks to his rare journalistic gifts, he has been able to converse with these men, to learn their views and to give them to the country at large. Some of the greatest men in America he knew so well that it might almost be said he literally lived with them. Of these was the late President McKinley, who, both at the White House and at Canton, enjoyed many an hour's chat over a quiet cigar with Joe Chapple.

If the reader of this has a file of the National of the nineties, and will turn to the article "How I Met Bismarck" in the number of July, 1898, he will get some idea of Chapple's, then a youth of twenty-four, marvelous talent for impressing himself on even the greatest men. Allied to this splendid capacity as a "mixer" — it is something much more than that — is his simple good nature and kindness of heart. The years have only mellowed him, and though he stands today the head of one of the most flourishing concerns in Boston, he is the same kindly, simple Joe Chapple that those who knew him and worked with him in his first year of the National, as the writer did, have always known. This side of the man's nature has unfolded itself not only in his magazine but in ways which have made the whole country sit up and take notice. Such publications as "Heart Throbs" and "Heart Songs" have made the name of Joe Chapple familiar literally as a household word, from coast to coast, and far into the wilds of Canada. Their circulation and influence have been so far-reaching that they may be truly said to have accomplished a national mission.

In addition to his duties as editor and publisher and great American traveler — there is no part of the world except the far East and South America which he is not familiar with — he has always been incessantly busy as author with a string of something like a dozen books to his name; of these, "Happy Habit" reveals the man at his best. It is a collection of essays of a philosophically cheering nature that few contemporary writers of the English language would not have been glad to acknowledge as their own. In it Joe Chapple has given of his very best inmost self, and the ripest fruit of his thought and cultivation — the gleaning of a closely packed lifetime. The book ought to be in every home in the civilized world.

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Now I had known all these things of Joe Chapple and I had watched the growth and increase of the National Magazine for years. But I had seen very little of its editor, only a chance handshake, a little chat, congratulations, and so goodbye. Returning to Boston after an absence of some years spent in roaming the country, fifteen months of it abroad, I inquired for the headquarters of the National Magazine. I remembered the old days in the little room at the top of the building in Bedford street where editor, artists, writers, engravers, the solitary bookkeeper, and little "Joe," the office boy, all worked packed in together. I had heard of great changes but I knew not what was to materialize. When finally taking the car from the South Station, as so many recent pilgrims to the shrine of the National have done, I reached 952 Dorchester avenue, great indeed was my surprise.

In the first place, "952" stands for at least a dozen numbers. Here was a handsome new three-story building, some 150 feet long, from which a bright new American flag was streaming. This flag floats from the roof during every working hour. For years Joe Chapple has refused to speak in a hall that did not display the national emblem. The building, as I afterwards learned, was a little wider than its length and contains some 49,000 feet of floor space. Downstairs there is an array of presses of the newest patterns that can print literally anything on earth. The splendid color covers of the National, as well as the body of the magazine, are turned out here. And here, away out in the country almost, with plenty of light and air and space about it, is a press-room that is really beautiful. Pretty hard word to find for a press-room. Come out; O! ye readers of the National, and see this one. The walls on two sides of the building are nearly all semi-transparent glass, and the ceilings are whitened. This is no cellar as most city press-rooms are, but a clean wholesome room in which it is a delight to stand. Adjoining is an ample room for the bindery. Upstairs I tramped to the editorial and business offices and was welcomed by three Chapples. The inimitable Joe came out from a large inner sanctum, quarters that any editor in the land might envy, and introduced me at once to brother "John," almost a copy of himself in face and figure, who has general charge of the whole plant; and brother "Will," who is the capable advertising and business manager. Another brother, "Bennett," has charge of the New York office of the National.

Every one of them have come on from their Western homes to take a hand since the National has begun to grow. Each has his place, and it is not only a happy family but a quartet of industrious and enterprising young men, whom for brains and personality of the right type it would be hard to beat anywhere in America. The hour I spent here in the National quarters, till later Joe and I went uptown together to call on a few old friends, will always be one of the most memorable of my life. Here on every hand were the marks of a shining success, of a work accomplished, of ideals realized and ambitions won.

Every face in the large general office room reflected the happiness of the worker amid ideal surroundings. The employers were kind, there was plenty of sunlight, the air was pure. It was all like a happy family, a sort of miniature of the great happy family of National readers.

It is only on rare occasions, indeed, in the course of our pilgrimage through life, that we are permitted to meet and greet old friends who have won. And my heart overflowed as, after many years, I grasped Joe Chapple's hand in his beautiful sanctum, amid this scene of ideal industry of which he was the creator.

Illustrations of the National Magazine establishment will be shown in the February issue.—Editor.

ERNEST L. PETERSON, N. D.

We are presenting herewith the facial reproduction in half tone of a lively North Dakota editor, of rotund and solid proportions, who, by antithesis, is often called by his comrades "Slim."

He is editor and publisher of "The Globe" at Milton, N. D., which is, in the local view, deemed to be the center of the Earth planet. He made himself noted at the recent meeting of the National Council of the National Press Association by proposing, and putting in a boost for, a trip to the Mindegaavan celebration in Norway for the National Press Association in 1914. He believes he can land that trip. He also was appointed chairman of the auditing committee of the N. P. A., at the meeting in Chicago.

Ernest L. Peterson, N. D.

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LECTURES AT THE NATIONAL PRINTING AND ADVERTISING EXPOSITION

William H. Ingersoll, President Advertising Men's League; Gerald B. Wadsworth, President Eastern Division Associated Advertising Clubs of America; William C. Freeman, Advertising Manager Evening Mail; some representatives of the Daily Newspaper Club; H. N. Casson, Vice-President H. K. McCann Company; J. D. Kenyon, First Vice-President Sheldon School; Dan A. Carroll, Special Newspaper Representative; R. W. Floyd, Woman's World Publishing Company; David Gibson, Cleveland, Ohio, "Morals of Efficiency"; A. T. Fischer, President International Sign Company; A. A. Christian, Advertising Director Gimbel Bros.; Edward Epstean, Secretary The International Association of Manufacturing Photo Engravers; George C. Greenburg, President National Association of Advertising Novelty Manufacturers; George C. Hubbs, Advertising Director United States Tire Company; H. S. Bunting, The Novelty News; Walter S. Timmas, Dexter Folder Company; Courtland Smith, President American Press Association; Joseph P. Day, Real Estate, New York; C. Frank Crawford, President New York Master Printers' Association; A. F. Mackay, Advertising Manager Lanston Monotype Company; E. St. Elmo Lewis, Advertising Manager Burroughs Adding Machine Company.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 352 Wyoming Ave., Scranton, Pa.

THE printer or publisher often gets inquiries as to advertising from possible and probable users of what he has to sell, and he should endeavor to put himself in the place of advertisers of all kinds. It is not sufficient for a printer or a publisher to learn how to advertise his own business, though what he learns about that will, of course, help him in considering other advertisers' needs. The successful printer and publisher today must needs have a general knowledge of advertising — he has the brains to apply it, or he would not be in the printing or publishing business, or else he ought to be in something else. In this connection I print extracts from an analytic letter I have just written to a real estate company in Nebraska. It may prove suggestive as to the numerous points of an ad that call for criticism:

"I have just received your layout and copy for an advertisement. I think the plan is a good one and certainly worth trying.

"I think that your idea of having thirty or forty letters a rather too elaborate follow-up system. I believe that a good many people that answer real estate ads are merely doing it for curiosity's sake. It seems to me that this is so in connection with real estate rather than in any other business. I think you are doing well to leave something for the prospective customer to write you about, as it gives you an excellent opportunity for follow-up letters.

"The size of cut of farm that you specify seems to be pretty small for a 300-acre farm. I should think that you could better afford to spend more money on your paper advertising and less for the follow-up.

"It does not seem to me that the following sentence is particularly good:

"'This farm is not perfection, but it is probably as nice a farm as there is in this country.'

"It would strike some that there is a good deal left unsaid about a farm that is advertised as not being perfection. We do not, as a usual thing, look for perfection in anything in this world, and there are certainly very few farms that are perfect. I do not exactly know what is meant by, 'It is probably as nice a farm as there is in this country.' I presume you mean in the district or county, or in some limited area, rather than the whole United States, for it is a pretty broad statement to say that it is probably as nice a farm as there is in the whole country. This would be a rather difficult matter to prove. I do not believe in the negative suggestion made by the assertion, 'This farm is not perfection.' I also think that if by 'country' you mean the United States, it is too positive a statement.

"I think this is a very good part of the ad:

"'Big new barn very carefully built less than two years ago — and you know there is more worry and work for the average farmer about building his barn than there is [about, or in, building] his house, and not much fun in it. You save all this when you buy this property.'

"It seems to me that you are trying to get a good deal of matter in a very little space. I do not know, however, where you are going to insert this advertisement. Possibly it is in one of the rural papers, whose prices are very high and which have very small though clear type.

"Your frankness as regards what you think the property is worth will probably touch a responsive chord in some minds; but I think you could express this sentence a little clearer:

"'If you buy this farm you can pay for it quicker than you can a farm in Iowa or Illinois, at the prices land sells for there,' etc.

"This has a sort of humorous suggestion, as you have just stated that you want them to pay you for the farm very quick. Would it not be better to say: 'If you buy this farm it will pay for itself quicker,' etc.?

"I should be very much pleased to hear from you after you have sold the farm, and would like to know how much money you will have expended in your advertising, and what prospects for selling other property you find such advertising may bring you. I often ask this of advertisers, and in my own experience I have been very careful to find out just what percentage of profit was being made through the various kinds of advertising I had done. After all, it is the money that the ad brings in that is the true test. Sometimes, of course, an advertisement does not pay as it should, and sometimes we cannot gauge just what conditions brought this about, publicity of any kind being not yet an absolutely exact science. We are, however, learning a good deal about it on general principles, although we cannot always tell by looking at the advertising cat how far she will jump."

* * *

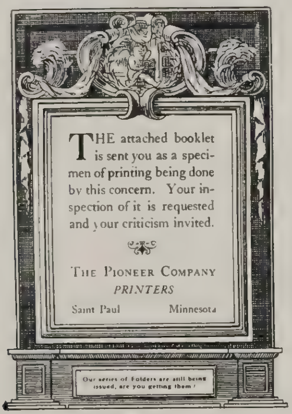
"Wait Till You Come to Forty Years"

I wish heartily to congratulate so able a newspaper as the South Bend, Ind., Tribune on reaching its fortieth birthday. When I say, "able," I am using this word in a large sense, and include the editorial, business, subscription and advertising departments on a paper whose excellence is known wherever a gentleman — or lady — from Indiana is to be found. And if there is anywhere on earth that this is not so, it must be on the Sahara Desert, where men are burrowing in the earth in the same way as they did for unnumbered centuries; "where there ain't no Ten Commandments," and, naturally, no newspaper.

* * *

A Suggestion From Eighteenth Century Artists

Ornamental borders such as were so popular in the days of Hogarth are in considerable vogue in present-day advertising, which has for years welcomed old-style ideas that could be used to embellish "modern instances" of good typography. Some of the leading stores of New York that are especially anxious to secure the high-class trade use such borders frequently. Here (1) is one in brown from the Pioneer Company of St. Paul, which has been the pioneer in many good ideas for printers. The initial is red. Such borders as these surely attract favorable attention, and this slip is an example of a very modest reference to an enclosed booklet, which is quite as good as the slip. I have advertisements over one hundred years old with just such borders.



THE attached booklet is sent you as a specimen of printing being done by this concern. Your inspection of it is requested and your criticism invited.

The Pioneer Company
PRINTERS
Saint Paul Minnesota

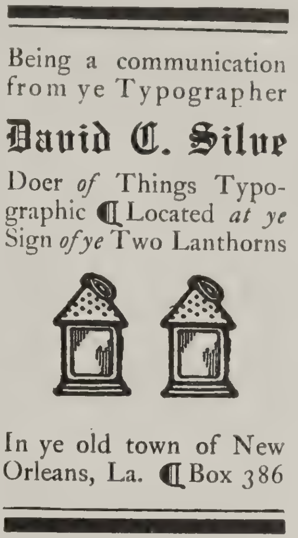
Our series of Folders are still being issued, are you getting them?

No. 1

* * *

Ever-fresh Typography

I have just discovered a job (I use the singular, for a letterhead and the envelope in which it is mailed should properly be considered one job) which was probably sent me years ago (note the 1900), and which I put in an envelope containing data for an article for which I needed a good many examples. It is on tangerine-tinted Old Hampshire Bond, the tint of the envelope being more decided than that of the letterhead. "It was composed," wrote Mr. Silve, "from suggestions made in your department." It is not a copy — it has the true Silve-an originality. On the envelope (2a) the heavy rules, name and lanthorns are red; remainder black. On the other job (2b) top rules, lanthorns and brackets are red. This is just as up-to-date a job today as when it was made. Such original work as this is perennially fresh.



Being a communication
from ye Typographer

David C. Silve

Doer *of* Things Typographic ¶ Located *at ye* Sign *of ye* Two Lanthorns

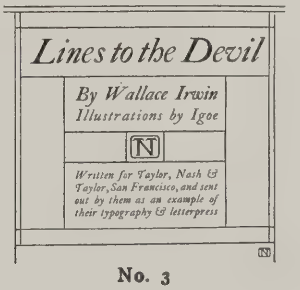
In ye old town of New Orleans, La. ¶ Box 386

No. 2a.

* * *

The Devil His Due

A slip 14x3½ inches is filled on both sides with the good words said of Taylor, Nash & Taylor, of San Francisco, by the trade press and other good authorities, and delighted patrons of this print-plant. This (3) is the title page of a delightful book (all the type of which is italic) written for this firm by a newspaper man who has won wide fame. The entire book has rubrical lines like those herewith shown (at the top is a margin), the left-hand pages having narrow panels, on which comic illustrations are pasted at the top. The Devil who inspires Mr. Irwin's muse is not His Satanic Highness (or Lowness), but his namesake for whom, in



Lines to the Devil

By Wallace Irwin
Illustrations by Igoe

N

Written for Taylor, Nash & Taylor, San Francisco, and sent out by them as an example of their typography & letterpress

No. 3

the words Doc Munyon utters with uplifted finger, "There is hope!" Here are the two last verses of the epic:

"When most we need the little fiend
It pains us, on the level;
For though we hunt both high & low
We cannot raise the Devil —
Perhaps he's gone to take a nap
For two hours by the clock,
Perhaps to play a game of craps
With friends across the block.

"Keep on, mischievous imp, for when
Apprentice days are over
You will become a journeyman
And hold your job in clover;
On such a day you'll cease to be
A diabolic sprinter;
The Printer's Devil will become
A Devil of a Printer."

The book is printed on tinted laid stock, with an harmonious cover with the title and the unique but simple monogram of the firm. They show themselves to be not only good printers, but also good advertisers.

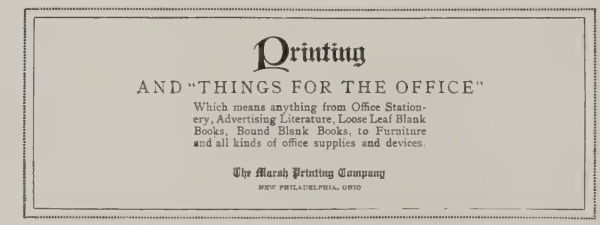
✢ ✢ ✢

"Sworn To"

The postal law that recently came into force requiring a statement of the ownership, management, circulation, etc., of newspapers, did not meet with the approbation of many publishers. But it had no terrors for the Chicago Tribune Company, which not only published the statement in the paper, as required, but also used it in a handsome folder, with a dignified seal and the title, "Sworn To."

✢ ✢ ✢

There is an abundance of blank space in the blotter of The Marsh Printing Company, New Philadelphia, Ohio — considerably more than what is on the ordinary blotter. It takes real skill in arrangement to avoid having such a job as this appear skimpy, but here the skill is apparent. I should like to see this compositor's ability exercised on a fuller job. The "P" and the rule of the inner panel are antique red; the stock is salmon. The spacing between letters of the long Ronaldson line, and the resisting of any temptation there may have been to space the Old English similarly, are among the typographical effects that give the job a certain charm.

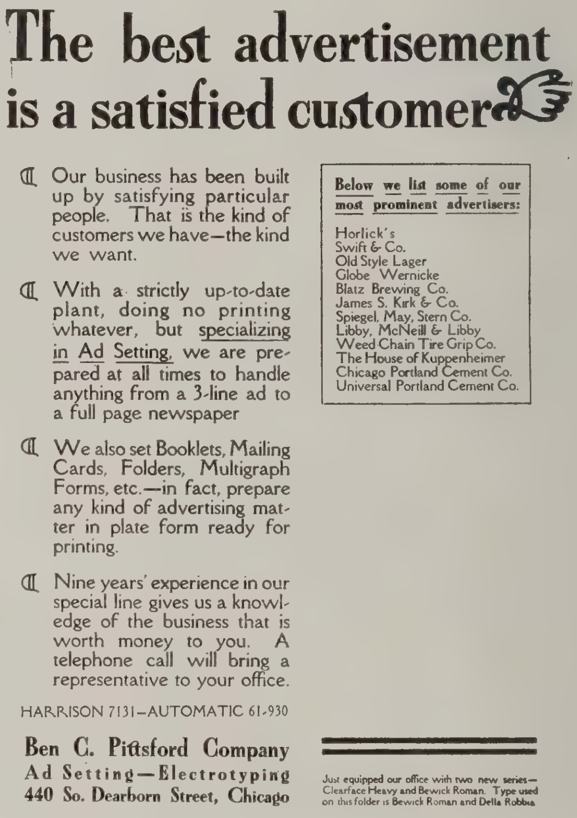

Printing
AND "THINGS FOR THE OFFICE"
Which means anything from Office Stationery, Advertising Literature, Loose Leaf Blank Books, Bound Blank Books, to Furniture and all kinds of office supplies and devices.
The Marsh Printing Company
NEW PHILADELPHIA, OHIO

No. 4

✢ ✢ ✢

An Ad-setter's Folder

A special field in which many are engaged is advertisement composition. This field is, however, one that is itself, as a general thing, very insufficiently advertised. Hence it is that I am especially pleased with the handsome four-page folder, "Who Sets Your Ads?" of the Ben C. Pittsford Company, of which the second page is shown as 5. There! I've torn the index finger — but I've probably saved a little on the cut by doing so, and the point of the finger is on the third page, close to a reproduction of a full-page newspaper ad for The House of Kuppenheimer, the upper left-hand corner of which is pasted on the folder. This ad, with the exception of the price, "$20 to $25," which is pleasingly prominent, is set entirely in Caslon Old Style. The reproduction was made from the first proof submitted to the customer, who wrote on the corner: "B. C. P. This adv. is just as perfect as any I've ever seen"—and of course this is reproduced likewise. The "satisfied customer" is, of course, a good advertisement; but his words of satisfaction should be used in some such striking manner as this to convey to "prospectives" the fact of his pleasure. And where such a beautiful ad as this, in such good haromny with the illustrations, is the


The best advertisement is a satisfied customer

¶ Our business has been built up by satisfying particular people. That is the kind of customers we have—the kind we want.

¶ With a strictly up-to-date plant, doing no printing whatever, but specializing in Ad Setting, we are prepared at all times to handle anything from a 3-line ad to a full page newspaper

¶ We also set Booklets, Mailing Cards, Folders, Multigraph Forms, etc.—in fact, prepare any kind of advertising matter in plate form ready for printing.

¶ Nine years' experience in our special line gives us a knowledge of the business that is worth money to you. A telephone call will bring a representative to your office.

HARRISON 7131—AUTOMATIC 61-930

Ben C. Pittsford Company
Ad Setting—Electrotyping
440 So. Dearborn Street, Chicago

Below we list some of our most prominent advertisers:

Horlick's
Swift & Co.
Old Style Lager
Globe Wernicke
Blatz Brewing Co.
James S. Kirk & Co.
Spiegel, May, Stern Co.
Libby, McNeill & Libby
Weed Chain Tire Grip Co.
The House of Kuppenheimer
Chicago Portland Cement Co.
Universal Portland Cement Co.

Just equipped our office with two new series—Clearface Heavy and Bewick Roman. Type used on this folder is Bewick Roman and Della Robbia

No. 5

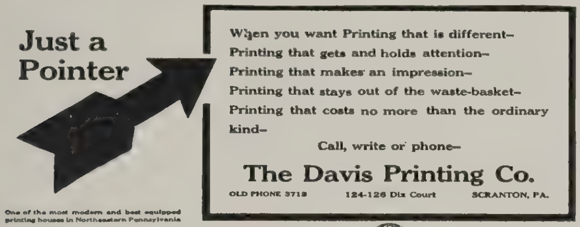
reason for the satisfaction, it is an excellent plan to reproduce it with the written comment.

Blank space in the body of an advertisement is much in vogue at present. Sometimes in a newspaper advertisement it is simply space wasted. Here it is effective, particularly as the opposing page is full.

* * *

Not Too Much Red

The arrow has been used considerably in advertising — so much so, in fact, that one especially striking is necessary when the object is to attract attention to a considerable degree. The dart on this blotter (6) is especially attractive. It is one of the parts that is red in a job that is mostly green. Such important words as "gets," "holds," "stays," "no more," are in red, as is the firm name. The two lines below the dart are also red. Now there are many jobs where altogether too much red is used. But here is one where the red is so splendidly distributed that it counts in every case. If the dart alone were red, the job would really not be so effective. And so it is a blotter especially worthy of study, being the work of a real compositor.



Just a Pointer

One of the most modern and best equipped printing houses in Northeastern Pennsylvania

When you want Printing that is different–
Printing that gets and holds attention–
Printing that makes an impression–
Printing that stays out of the waste-basket–
Printing that costs no more than the ordinary kind–

Call, write or phone–

The Davis Printing Co.

OLD PHONE 3718 124-126 Dix Court SCRANTON, PA.

No. 6

* * *

Picture Pretty, Even Though Not Especially Apropos

Instead of a card, J. H. Wimberly, advertising manager of the Daily Clarion Ledger, of Jackson, Miss., hands a folder, of which each leaf is of card size and texture. This (7) in green and brown, is what first strikes the eye. The second page (back of this) has a testimonial, with this head:

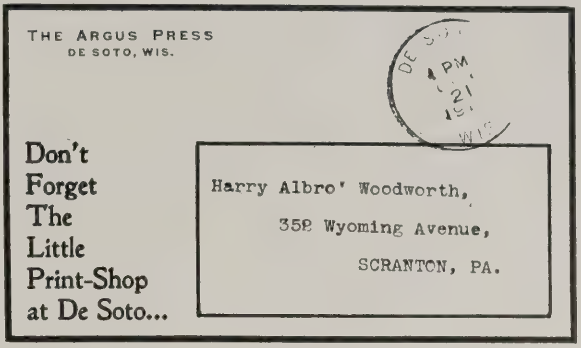
Got Results for "Gilster's Best Flour."
It Will Do the Same for You.

The third page has Mr. Wimberlys signature, with "Advertising" in white Gothic letters in the flourish, "Catchy and Original Ideas" also lettered, and the address. This is one of them.

* * *

"Don't Forget the Little Print Shop at De Soto"

O. Byron Copper, who is a "Little Friend of All the World," has a most attractive pet name for his establishment, and there is true rhythm in the line he uses on the card of which this (8a) is the address side. This is in orange, with the exception of the name and address of the Argus Press. On the other side is the message shown as 8b. It will be a long time before such simple typography as this, in harmonious colors, goes out of style. The trouble with the use of double rules in some jobs is that they sometimes cut a discussion in pieces. Here, however, they are rightly used, as is natural by one of Mr. Copper's experience and discernment, which he employs so well in his eminently readable and popular department.

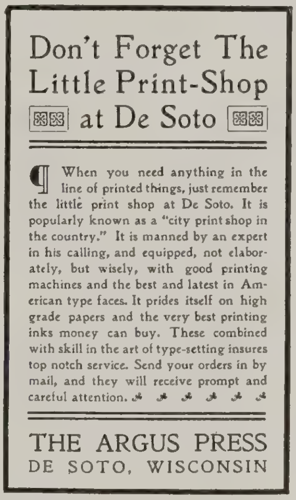


THE ARGUS PRESS
DE SOTO, WIS.

Don't
Forget
The
Little
Print-Shop
at De Soto...

Harry Albro' Woodworth,
358 Wyoming Avenue,
SCRANTON, PA.

No. 8a



Don't Forget The
Little Print-Shop
▦ at De Soto ▦

¶ When you need anything in the line of printed things, just remember the little print shop at De Soto. It is popularly known as a "city print shop in the country." It is manned by an expert in his calling, and equipped, not elaborately, but wisely, with good printing machines and the best and latest in American type faces. It prides itself on high grade papers and the very best printing inks money can buy. These combined with skill in the art of type-setting insures top notch service. Send your orders in by mail, and they will receive prompt and careful attention.

THE ARGUS PRESS
DE SOTO, WISCONSIN

No. 8b

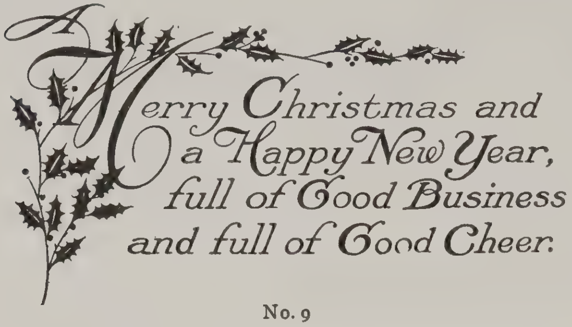
* * *

"Sentiment in Business"

The large booklet, "Sentiment in Business," sent me by Lester P. Winchenbaugh, the publisher, of Boston, Mass., is the handsomest exposition of Christmas and New Year cards I have seen. This is the start of the "argument":

> **SENTIMENT IN BUSINESS**
>
> The everyday courtesies of life are entering more and more into business of today. It is universally recognized among the most progressive and successful business men that **it pays to be courteous.**
>
> **IT IS GOOD BUSINESS**
>
> at least once a year to express your appreciation of the patronage you are receiving and to extend to your business friends your well wishes.
>
> In no better or more economical way can this be done than by sending out a card or letter during the holiday season.

"Everyday courtesies" is good, and that reminds me that some of the most successful of the contributors to this department inject sentiment (not sentimentality, but sentiment) into their business all the year. They give the impression that they are really interested in others' business success — and it takes a smart man to give such an impression if he doesn't mean it — and these good printers do mean it! — it's the N. P.-J. spirit, you see. Before next Christmas I hope to refer to this splendidly prepared sample book again. I show one motto card (9), which is an example of how business is mentioned on several of the specimens.


A Merry Christmas and a Happy New Year, full of Good Business and full of Good Cheer.

No. 9

✣ ✣ ✣

Good Stuff

The Pacific Coast has turned out a good many good printers with an originality that enhances their goodness much. Shake hands with Harry Spencer Stuff, who has a name to conjure with, and is not at all backward in ringing in the changes on his sirname. Here (10a) is an artistic slip with distinct advertising value, and here (10b) in red and black, is a proclamation that is pleasingly ornate, in keeping with the humorous grandiloquence with which the advertising boosters of the coast are wont to fill their announcements and programs. "This Stuff Person" has sent me other work better than this, which deserves more extended notice, which will be duly extended. But there is a distinct and pleasing "difference" as regards this work and other work you have known, is there not?

A
Full Count
GUARANTEED

No matter how small or how large the order our count of 101 for every 100 is always strictly maintained.
¶ Your patronage is appreciated and this is but one of the many ways we have of showing it at the Sign of the Dollar Mark.

The Stuff
Printing Concern
Printers Engravers
Lithographers
THE STUFF $ Cor. Fourth *and* Pike
Main 4235 ∞ Ind. 3444

No. 10a

¶ Proclamation

MEMBERS OF The Seattle Ad Club—
Both Active and Prospective:

¶ Greeting

¶ To the end that our Day of Thanksgiving may be made joyful by a year well rounded with Good Works, and that our Ideals may even be broadened for the year that is to come, The Seattle Ad Club by these Presents Proclaims that at High Noon on Tuesday, the Twenty-sixth Day of November, A. D. 1912, in the Moose Room of The Rathskeller, there shall be served

The Feast of Hot Stuff

¶ And hereby said Club further Announces the Engagement Most Extraordinary of one Harry Spencer Stuff of The Stuff Printing Concern [*He of the Notorious New York Suffragette Fame*] as the Official Dispenser of the Tabasco Sauce. ¶ In addition to serving the Condiment for the Collation this Stuff Person will, for our edification, Masticate the Cloth of Golden Opportunity in Syncopated Time. ¶ Let us Heed Not the Call of the Turk nor the Cry of the Cranberry for this The Feast of Hot Stuff shall be spread Two Moons ere the Dawn of Thanksgiving Morn.

¶ Should there be a Stranger within our Gates, bid him thrice welcome, that he too may Ginger Up and Go Forth and Spread the Gospel of Good Stuff.

¶ **In Witness Whereof**, Mark Well the Official Seal of the Day

THE STUFF $

¶ SMILE—That's The Stuff

No. 10b

✣ ✣ ✣

A Print-shop's Newspaper Advertising

This newspaper ad (11) of a job printing office

Here is a Fact
that bears upon the
Selling Power of
Your Advertising

We produce hundreds of pieces of Printing of widely varying character. Something learned from each goes to make the experience we will apply to the production of *your* printing. The ability to make use of this experience, and the practice of freely offering it, is the most valuable portion of the *service* we render.

The Irwin-Hodson Co.
92 FIFTH STREET
Office and Factory, Fifteenth and Glisan Streets

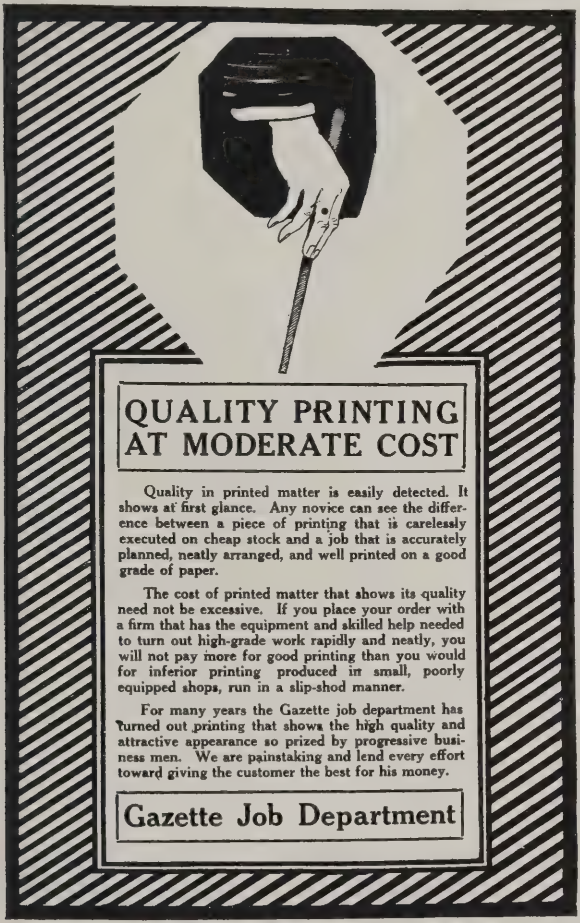
No. 11

has a distinctly pleasing appearance. It was evidently set in the print-shop. I saw an excellent ad in a newspaper the other day, of the same order — at least it was once excellent, but the printing firm that used the newspaper to advertise its work had evidently run the ad too long without examining it from time to time, to see whether it retained its pristine clearness. In this ad the outer border is showing signs of wear.

✢ ✢ ✢

A Job Department's Newspaper Ad

Even though the hand in this ad of the Berkeley, Cal., Gazette job department (12) is drawn by an artist that has not yet acquired the artistic strength that is so often effective in such drawing, the border is sufficiently strong, and the lines, together with the white space, just hypnotic enough not to rob the text of its particular strength and effectiveness. This ad is the most prominent thing in the paper. Did it bring business? I bet you it did.



QUALITY PRINTING AT MODERATE COST

Quality in printed matter is easily detected. It shows at first glance. Any novice can see the difference between a piece of printing that is carelessly executed on cheap stock and a job that is accurately planned, neatly arranged, and well printed on a good grade of paper.

The cost of printed matter that shows its quality need not be excessive. If you place your order with a firm that has the equipment and skilled help needed to turn out high-grade work rapidly and neatly, you will not pay more for good printing than you would for inferior printing produced in small, poorly equipped shops, run in a slip-shod manner.

For many years the Gazette job department has turned out printing that shows the high quality and attractive appearance so prized by progressive business men. We are painstaking and lend every effort toward giving the customer the best for his money.

Gazette Job Department

No. 12

✢ ✢ ✢

Near the Limit

A real estate man sends me this (13) horrible example of what is sometimes sent to a customer who orders printing by mail from unknown parties instead of having it done at a fair price in their own home town. I do not suppose the engraver will show all the marks made by furniture and quads sticking up, but the composition alone is pretty nearly the limit, though I have seen worse. There are no wrong-font letters, anyhow — possibly because the printer had not many fonts. This is sometimes commendable; but there are other virtues in modern composition besides the negative one of not calling for the sign "wf." Here is a printer who advertises largely in the trade press. Why not study the printing trade journals? How little it would have taken to make a satisfactory, if not a particularly artistic, job of this, instead of one that made an indignant customer.

✢ ✢ ✢

The Waterloo, Iowa. Evening Courier has recently installed a new three-deck Mergenthaler Linotype Machine No. 9, which makes five linotypes, all used exclusively for newspaper work. This would seem unusual for a town of the size of Waterloo, but General Manager A. W. Peterson states that they are all profitably employed and useful.

✢ ✢ ✢

"IT HAS EVER BEEN A STRONG FORCE FOR GOOD IN ITS FIELD"

R. HOE & CO.
Office, 504-520 Grand Street
New York, Dec. 9, 1912.

Mr. B. S. Herbert,
National Printer-Journalist,
4618 Ravenswood Park, Chicago, Ill.

Dear Mr. Herbert: We hope that it is not too late for us to congratulate both Mr. Herbert and the National Printer-Journalist on the quarter centennial of the latter, and to hope that the former will be spared for many years to come, to continue the work to which he has given such a large part of his life.

We are always pleased to see the National Printer-Journalist, knowing as we do that it has ever been a strong force for good in its field, and that it will continue to be so as long as Mr. Herbert remains at its head.

With best wishes for the continued success and prosperity of your paper, and with kindest regards to Mr. B. B. Herbert and yourself, we are

Yours very truly,
R. HOE & CO.,
WM. TILLINGHAST.

✢ ✢ ✢

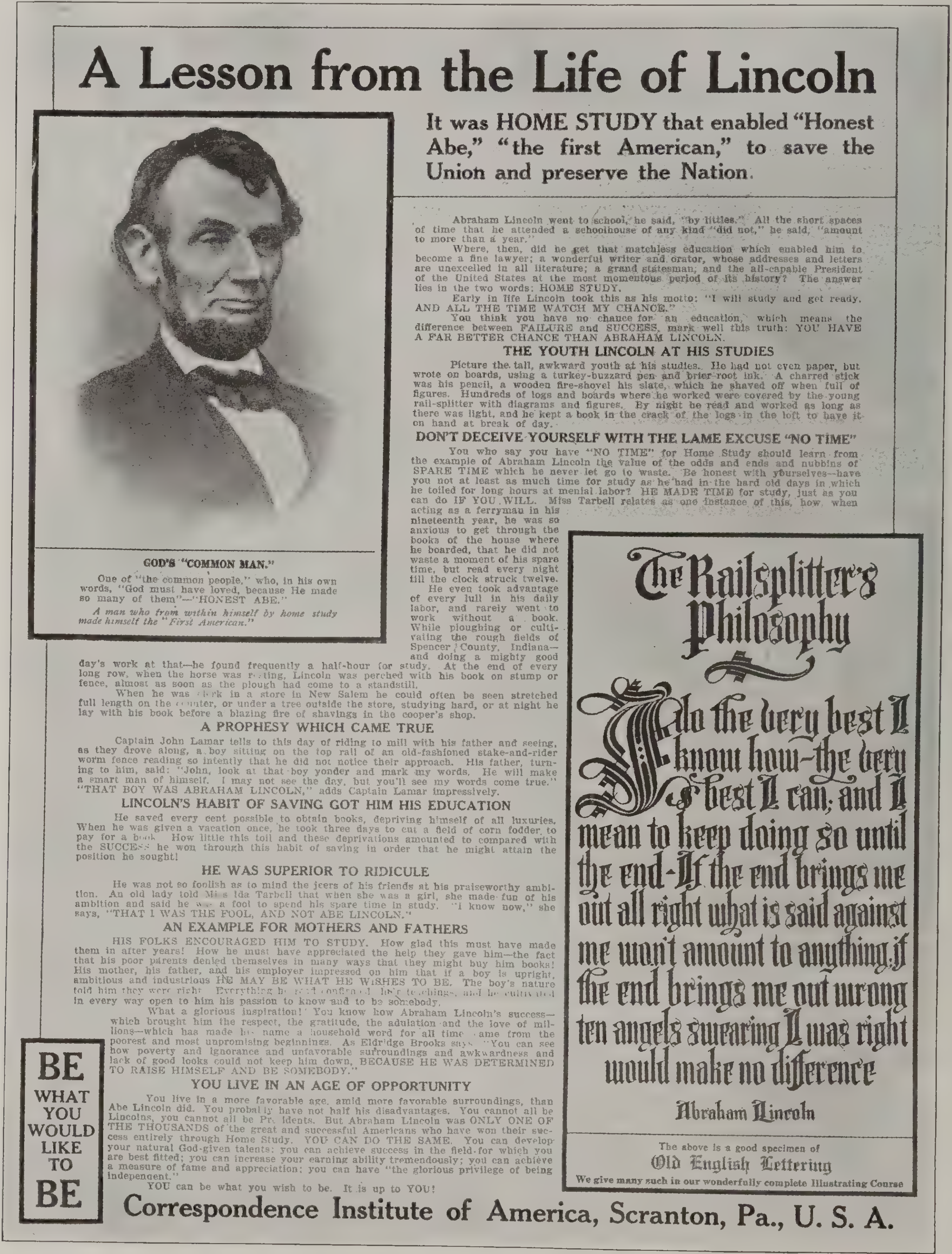
Look Ahead

St. Valentine's Day is worthy of advance attention on the part of printers and publishers this month. It offers innumerable chances to the advertiser who realizes how human nature is not yet tired of such festivals.

"Chambers' Book of Days" is a valuable book for an ad-writer to own. It tells of all the old festivals, and gives innumerable ideas as to illustration.

And remember — in January — that the birth-days of two great Americans occur in February.

Wouldn't Lincoln have made a great advertising writer? His homely sayings have lent zest to many an ad of late years. Here (14) is an ad I wrote and designed for a firm that is now out of business — but not on account of the ad, I have been assured. Poor advertising was the cause, I believe, but that was long after I had anything to do with the firm. Mine may have been poor; but it was honest. And misleading advertising done by an ad man for an honest firm, may work incalculable injury. It behooves honest men to see that nothing that has even the appearance of evil gets into their advertising.



A Lesson from the Life of Lincoln

It was HOME STUDY that enabled "Honest Abe," "the first American," to save the Union and preserve the Nation.

GOD'S "COMMON MAN."

One of "the common people," who, in his own words, "God must have loved, because He made so many of them"—"HONEST ABE."

A man who from within himself by home study made himself the "First American."

Abraham Lincoln went to school, he said, "by littles." All the short spaces of time that he attended a schoolhouse of any kind "did not," he said, "amount to more than a year."

Where, then, did he get that matchless education which enabled him to become a fine lawyer; a wonderful writer and orator, whose addresses and letters are unexcelled in all literature; a grand statesman; and the all-capable President of the United States at the most momentous period of its history? The answer lies in the two words: HOME STUDY.

Early in life Lincoln took this as his motto: "I will study and get ready, AND ALL THE TIME WATCH MY CHANCE."

You think you have no chance for an education, which means the difference between FAILURE and SUCCESS, mark well this truth: YOU HAVE A FAR BETTER CHANCE THAN ABRAHAM LINCOLN.

THE YOUTH LINCOLN AT HIS STUDIES

Picture the tall, awkward youth at his studies. He had not even paper, but wrote on boards, using a turkey-buzzard pen and brier-root ink. A charred stick was his pencil, a wooden fire-shovel his slate, which he shaved off when full of figures. Hundreds of logs and boards where he worked were covered by the young rail-splitter with diagrams and figures. By night he read and worked as long as there was light, and he kept a book in the crack of the logs in the loft to have it on hand at break of day.

DON'T DECEIVE YOURSELF WITH THE LAME EXCUSE "NO TIME"

You who say you have "NO TIME" for Home Study should learn from the example of Abraham Lincoln the value of the odds and ends and nubbins of SPARE TIME which he never let go to waste. Be honest with yourselves—have you not at least as much time for study as he had in the hard old days in which he toiled for long hours at menial labor? HE MADE TIME for study, just as you can do IF YOU WILL. Miss Tarbell relates as one instance of this, how when acting as a ferryman in his nineteenth year, he was so anxious to get through the books of the house where he boarded, that he did not waste a moment of his spare time, but read every night till the clock struck twelve.

He even took advantage of every lull in his daily labor, and rarely went to work without a book. While ploughing or cultivating the rough fields of Spencer County, Indiana—and doing a mighty good day's work at that—he found frequently a half-hour for study. At the end of every long row, when the horse was resting, Lincoln was perched with his book on stump or fence, almost as soon as the plough had come to a standstill.

When he was clerk in a store in New Salem he could often be seen stretched full length on the counter, or under a tree outside the store, studying hard, or at night he lay with his book before a blazing fire of shavings in the cooper's shop.

A PROPHESY WHICH CAME TRUE

Captain John Lamar tells to this day of riding to mill with his father and seeing, as they drove along, a boy sitting on the top rail of an old-fashioned stake-and-rider worm fence reading so intently that he did not notice their approach. His father, turning to him, said: "John, look at that boy yonder and mark my words. He will make a smart man of himself. I may not see the day, but you'll see my words come true." "THAT BOY WAS ABRAHAM LINCOLN," adds Captain Lamar impressively.

LINCOLN'S HABIT OF SAVING GOT HIM HIS EDUCATION

He saved every cent possible to obtain books, depriving himself of all luxuries. When he was given a vacation once, he took three days to cut a field of corn fodder to pay for a book. How little this toil and these deprivations amounted to compared with the SUCCESS he won through this habit of saving in order that he might attain the position he sought!

HE WAS SUPERIOR TO RIDICULE

He was not so foolish as to mind the jeers of his friends at his praiseworthy ambition. An old lady told Miss Ida Tarbell that when she was a girl, she made fun of his ambition and said he was a fool to spend his spare time in study. "I know now," she says, "THAT I WAS THE FOOL, AND NOT ABE LINCOLN."

AN EXAMPLE FOR MOTHERS AND FATHERS

HIS FOLKS ENCOURAGED HIM TO STUDY. How glad this must have made them in after years! How he must have appreciated the help they gave him—the fact that his poor parents denied themselves in many ways that they might buy him books! His mother, his father, and his employer impressed on him that if a boy is upright, ambitious and industrious HE MAY BE WHAT HE WISHES TO BE. The boy's nature told him they were right. Everything he read confirmed their teachings, and he cultivated in every way open to him his passion to know and to be somebody.

What a glorious inspiration! You know how Abraham Lincoln's success—which brought him the respect, the gratitude, the adulation and the love of millions—which has made his name a household word for all time—came from the poorest and most unpromising beginnings. As Eldridge Brooks says: "You can see how poverty and ignorance and unfavorable surroundings and awkwardness and lack of good looks could not keep him down, BECAUSE HE WAS DETERMINED TO RAISE HIMSELF AND BE SOMEBODY."

YOU LIVE IN AN AGE OF OPPORTUNITY

You live in a more favorable age, amid more favorable surroundings, than Abe Lincoln did. You probably have not half his disadvantages. You cannot all be Lincolns, you cannot all be Presidents. But Abraham Lincoln was ONLY ONE OF THE THOUSANDS of the great and successful Americans who have won their success entirely through Home Study. YOU CAN DO THE SAME. You can develop your natural God-given talents; you can achieve success in the field for which you are best fitted; you can increase your earning ability tremendously; you can achieve a measure of fame and appreciation; you can have "the glorious privilege of being independent."

YOU can be what you wish to be. It is up to YOU!

The Railsplitter's Philosophy

I do the very best I know how—the very best I can; and I mean to keep doing so until the end-If the end brings me out all right what is said against me won't amount to anything, if the end brings me out wrong ten angels swearing I was right would make no difference

Abraham Lincoln

The above is a good specimen of
Old English Lettering
We give many such in our wonderfully complete Illustrating Course

BE
WHAT YOU WOULD LIKE TO
BE

Correspondence Institute of America, Scranton, Pa., U. S. A.

The ad is in red and blue — maybe no engraver will want to tackle the blue. The long line of the head, the caption, "God's 'Common Man,'" the initial, the BE's, and the address line, are red.

Chicago's New Advertising Building

Only Building in the World Devoted Exclusively to Advertising

The advertising interests of Chicago have set an example to the advertising interests of every other large city, by erecting a mammoth sixteen story building known as the Advertising Building, and to be rented entirely to advertising and publication interests. This is the only building of the kind in the world. It costs $350,000 and the land it occupies is valued at $450,000.

The corner stone of the building was laid with impressive ceremonies Saturday, November 16. The members of the association formed in line at their present club rooms at Monroe and Clark streets and marched four abreast behind a platoon of police and the Daily News band, to the new building at 119-123 W. Madison street. Here addresses were made by A. F. Chamberlain, the retiring president of the Chicago Advertising Association; James M. Dunlap, the newly elected president; J. R. Woltz, an ex president of the association, who is given credit for having originated and engineered the project; and Seth Brown, publisher of Standard Advertising. The corner stone was laid by Mr. George W. Coleman, president of the Associated Advertising Clubs of America.

In the evening a brilliant banquet was held at the new Sherman hotel, at which addresses were made by officers and members of the association, and an able address was read from the pen of Arthur Brisbane of New York, who could not be present at the event.

The building is forty-five feet front by ninety feet deep, sixteen stories in height. It is architecturally a departure from the dull monotony of the skyscraper type, being a harmonious blending of red brick with white tile. Twenty-eight million pounds of steel were used in its framework.

The top three floors of the building will be occupied by the Chicago Advertising Association as its club home. Suitable space will be devoted to dining room, billiard room, library, reading room and to other club activities. Twelve floors are being rented or leased by advertising agencies, publishers, publishers' representatives and other advertising interests, while the main or store floor will be rented for commercial purposes. Seventy per cent of the space of the building has already been leased and the balance is being rapidly taken up. The building will be ready for occupancy before May 1, 1913.

An active library committee of the club is now collecting a library on advertising and selling topics that it is hoped will be the greatest and most practical library of the kind in existence. This library forms only a part of the educational work which the club will carry on as soon as it occupies its new quarters.

The Chicago Advertising Association was the first advertising association to be formed in America, and for that reason it is now called the mother of the ad clubs of America. Over 150 such clubs are now in existence in other cities, most of which are affiliated into a national organization known as the Associated Advertising Clubs of America.

The completion of this building is only one more milestone in the upward progress of a calling that is only beginning to come into its own among the business interests of the world, and when any man who is interested in advertising, gazes at this towering skyscraper, his heart fills with a sense of pride at the dignity and stability of a calling which plays so important a part in building the business of others.

* * *

Teachers of Journalism Organize Conference

The American Conference of Teachers of Journalism was organized at Chicago on November 30 by professors of journalism representing fourteen colleges and universities. The officers of the new organization are: President, Willard G. Bleyer, University of Wisconsin; vice-president, James Melvin Lee, New York University; secretary-treasurer, H. T. Harrington, Ohio State University; additional members of the executive committee, Talcott Williams, Columbia University, and F. W. Scott, University of Illinois. It was decided to have the next meeting of the conference at the University of Wisconsin, November 28 and 29, 1913.

Those who attended the meeting at Chicago were: Merle Thorpe, University of Kansas; Frank L. Martin, University of Missouri; W. G. Bleyer and Grant M. Hyde, University of Wisconsin; Fred Newton Scott, University of Michigan; J. W. Piercy, University of Indiana; F. W. Scott, University of Illinois; N. W. Barnes and E. E. Troxell, De Pauw University; Robert W. Neal, Massachusetts Agricultural College; Rev. J. E. Copus, Marquette University; Charles Dillon, Kansas Agricultural College; F. W. Beckman, Iowa State College of Agriculture; Talcott Williams and J. W. Cunliffe, Columbia University; John M. Cooney and James Keeley, Chicago Tribune, Notre Dame University; J. O. Rankin, University of Minnesota College of Agriculture; George Miller, University of Cincinnati; Frank L. Blanchard, editor of Editor and Publisher; B. B. Herbert, editor of National Printer-Journalist; B. F. Chittick, Inland Printer; J. B. Gairing, Publishers' Auxiliary.

The members of the conference made an inspcction trip to the plant of the Western Newspaper Union Saturday morning and visited the Chicago Tribune plant as the guests of James Keeley, Saturday night.

Talcott Williams read a paper on "Technical Instruction in Journalism," which was discussed by Charles Dillon, N. W. Barnes, F. L. Blanchard, J. W. Cunliffe, and James Keeley. The amount and character of practical experience to be given students in courses in journalism was discussed by Merle Thorpe, J. W. Piercy, F. W. Scott, Talcott Williams, and J. W. Cunliffe.

Statistics compiled by Walter Williams of the University of Missouri and presented in his absence by Frank L. Martin showed that instruction in journalism is being offered in thirty colleges and universities in this country. These institutions are: Beloit College, University of California, University of Colorado, Columbia University, De Pauw University, Iowa State College, University of Illinois, University of Indiana, University of Kansas, Kansas State Agricultural College, University of Kentucky, University of Louisiana, University of Maine, Marquette University, Massachusetts Agricultural College, University of Michigan, University of Missouri, University of Nebraska, University of North Carolina, University of North Dakota, Notre Dame University, Ohio State University, University of Oklahoma, University of Oregon, University of Pittsburgh, University of South Dakota, University of Utah, University of Washington, University of Wisconsin, New York University, and the University of Southern California.

In three of these universities, Marquette, Columbia and Missouri, instruction in journalism is organized in the form of a professional school and in seven others it constitutes a separate department of the university — Oregon, Notre Dame, Kansas, Washington, Wisconsin, Iowa College of Agriculture, and Kansas State Agricultural College. The statistics were based upon a list of questions sent to 200 American colleges and universities.

Plans were considered for the establishment of a lecture bureau similar to that established by the Associated Advertising Clubs in order to secure the services as special lecturers of well known editors and writers to address the students of journalism in the various colleges and universities.

* * *

The St. Louis Monotype Keyboard School

For many years the Lanston Monotype Machine Company have maintained a school in Philadelphia in connection with their factory for the training of monotype operators, for which, of course, no tuition fee has been charged and where any compositor who has the natural qualifications has been able to acquire a thorough knowledge of the operation of this versatile machine.

Many compositors, however, are so situated that the expense of a trip to Philadelphia and their personal maintenance while there is beyond their financial ability, and in recognition of this condition the St. Louis Typographical Union No. 8 in conjunction with the Lanston Monotype Machine Company are now installing in the city of St. Louis at 915 Pine street, a very complete school for the instruction of monotype keyboard operators.

The establishment of this school will serve a two-fold purpose. It will enable the users of monotype machines in the Middle West to obtain a larger supply and better grade of operators than heretofore has been possible, and will permit compositors, who have the proper qualifications, to obtain this valuable course of instruction without the expense of a long trip to the East. We understand that there are already applications on file which will strain the capacity of the school for several months, and care is naturally being taken by the directors, one of whom is the president of the St. Louis Typographical Union and the other the local monotype representative, to select the applicants in accordance with their ability to finish the course in the shortest possible time.

One feature of the school is that each pupil will receive individual instruction and thus be enabled to advance as rapidly as he can acquire the knowledge regardless of the progress of the other pupils in the school at the same time. The school will likely be in full operation on or about January 6, 1913, and communications regarding tuition should be addressed to the St. Louis Monotype Keyboard School, 915 Pine street, St. Louis, Mo.

* * *

Presented With a Loving Cup

For an industry as young as that of photo-engraving, to have passed twenty-five years in the employ of one firm is a record to which few men can lay claim, and to have those twenty-five years of service recognized in a fitting and substantial way, is an experience that still fewer men have enjoyed. But that is what happened to Louis Stein of the Electro-Light Engraving Company, Saturday noon, November 23, when he was presented with a silver loving cup and a purse of gold pieces by the firm. Mr. Wilson, the president, made the presentation, and in a sincere and earnest manner expressed the pleasure which he and his associate, Mr. Morley, felt in paying tribute to Mr. Stein's continuous and devoted service during twenty-five years in their employ. "We hope we have occasion to do this oftener in the future," said Mr. Wilson. Mr. Stein, taken entirely by surprise, naturally overcome by this splendid token of esteem, in accepting the cup and purse said that spoken words would not adequately express the fullness of his heart. Mr. Morley then said a few words in a heart-to-heart manner, expressing the hope that pleasant relations between office and shop would continue, and that all hands would realize that their interests were identical.

This is the third employe that has thus been honored by the Electro-Light Engraving Company, others being Enno Ennen and Edward Anderson.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

HOW many times have people come into my office (and yours, too, no doubt) and expressed themselves disparagingly of the newspaper business, because of the (what seems to them) endless building up each day or week only to tear down again. They say that our work seems so useless, endless and monotonous that they cannot understand how we bear it.

But, whenever I have had the opportunity, I have always attempted to explain to such visitors how in that very feature of the newspaper and printing business lies one of its principal charms. The casual visitor in a printing office makes the serious error of looking upon the composed form as the finished product of the printer, whereas the printed sheet is the finished product, and I need not here enter into a discussion of the life or lasting qualities of that product. We all know that many newspapers and hundreds of books have been treasured in a good state of preservation long years after even their creators were gathered unto their fathers.

And as regards the sameness of the work, what at a glance may look like monotony is to me in reality the most pleasing of varieties. Each and every edition of a newspaper — distinct and different in many ways from any of those which have gone before — distinct and different from any of those which are to come hereafter — is written, composed, impressed and cleared away again to make way for the next edition, which in its turn is to be as distinct and interesting in its individual differences as any of its predecessors.

While there is of necessity a similarity in the various processes employed in the making of each edition of a newspaper, yet it seems to me that there is more of a variety offered than in the daily tasks of many another calling. The editor and reporter find relief from monotony in the ever-changing character of the day's news, and the same things offer relief to the men who reduce the copy to type. The ad-men find renewed inspiration and variety in the way in which requirements in their department vary, and likewise the makeup-man finds new ideas and new propositions confronting him in each succeeding day's work, and by these he brings out effects which preclude the possibility of real monotony in the tasks of the pressmen. Even in the seemingly monotonous matter of distribution on hand-set sheets, there is always enough difference in the character of the type to be distributed, to insure freedom from overwhelming ennui.

But possibily the keenest felt feature of the newspaper business, which often strikes the uninitiated as pure monotony, whereas it is the real newspaper-maker's highest source of inspiration and encouragement, is the constant repetition of editions — the perpetual issuing of one edition after another. I have called this our highest source of inspiration and encouragement, because the newspaper-maker is just like the little old-fashioned school boy who used to work his 'rithmetic 'zamples on his slate. You remember the boy and the slate, the latter now condemned as unsanitary and both now about extinct.

When the current edition of the paper is not so good as usual, as some editions of all publications are sure to be, then the problem has been wrongly worked — there has been a mistake somewhere, and the clearing away for the next edition is equivalent to the old-fashioned school boy's sousing of his slate with a wet sponge, or that more convenient substitute of a saliva-soaked fist. It is like rubbing out the wrong figures to start all over again — to make a new and better beginning.

And when an excellent edition of the paper has been the happy achievement of the office, it is like having gotten the answer right. You remember how joyful a feeling used to swell the heart of that little old-fashioned school boy, years ago, and fairly radiated throughout his whole being, when on turning to the answers in the back pages of Ray's Arithmetic he found there a row of figures as representing the correct answer to example No. 4440, which agreed exactly with the result of his laborious work on the unsanitary slate. He simply felt like jumping clean over the rough desk before him, and hollering "Whoopee!" at the top of his lungs — and sometimes he did, too — and that's just exactly the way that little old-fashioned school boy feels today (if he happens to have grown up into a newspaper-maker), when the problems of the print shop have been worked out right and the current edition is a success.

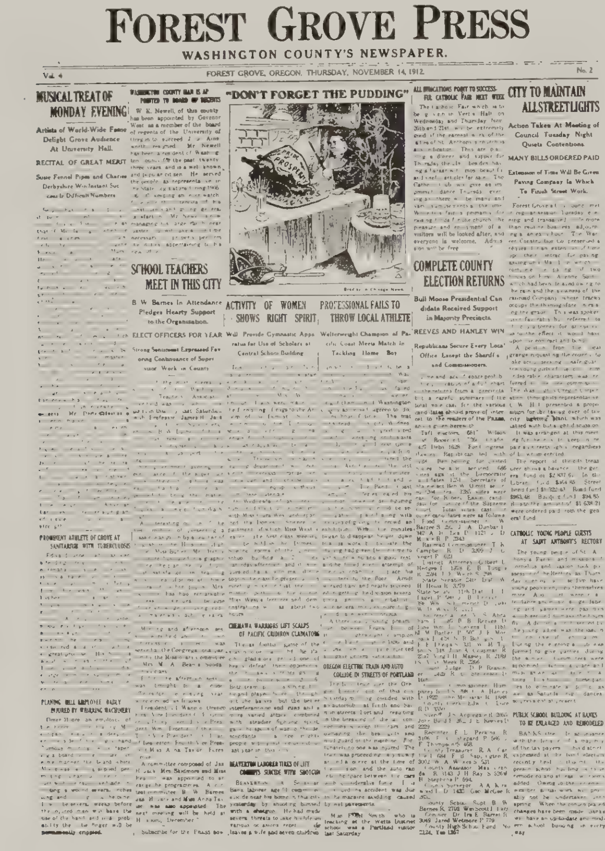
Forest Grove, Ore., Nov. 22, 1912.

Under separate cover am forwarding copies of numbers 2 and 3 of the Forest Grove Press for your criticism. All the best looking advertisements set by Ray D. Baldwin, who lately joined us as foreman and job man, coming from Marshall, Minn. Editorial and news articles, heads and make-up by the undersigned, who took charge November 1, purchasing a half interest from Mr. J. N. Hoffman, the associate editor.

We seek an unbiased opinion at your earliest opportunity, judging the paper from the standpoint of arrangement, composition and news value of display.

Thanking you, very truly, GEO. E. SECOUR.

In every feature the Forest Grove, Ore., Press is a modern newspaper. Its six-columned pages are all home-printed with good impression and even distribution of ink. How nicely the first page is made up can be seen from the reproduction shown herewith (Exhibit 1). It is not often that one sees so much care and taste displayed in a front page as is conspicuous in this example. The heads are perfect in every particular, both in wording and typography, the way in which both of the two stair-step lines have been made of equal length being especially pleasing, as is also the uniformity of the size and shape of all corresponding inverted pyramids. The use of the double-column cartoon at the top of the two central columns seems to be a regular feature, and one that adds spice and interest to this page of the paper. As the Press is printed all at home, as previously intimated, the news-service is particularly good. The matter is almost exclusively along local subjects and very well handled by editor and compositor. The editorial work proper is replete with the right spirit — a spirit of abundant local pride and confidence. It is fairly good as to diction, too. And as to the ad composition, the displayed columns contain some extremely neat and pleasing examples. The principal reason why this is true is because the compositor has a proper appreciation of the value of simplicity of design and abundance of white space. A few of the best specimens are shown as Exhibits 2, 3, 4, and 5.



FOREST GROVE PRESS

WASHINGTON COUNTY'S NEWSPAPER.

Vol. 4 FOREST GROVE, OREGON, THURSDAY, NOVEMBER 14, 1912. No. 2

MUSICAL TREAT OF MONDAY EVENING

Artists of World-Wide Fame Delight Grove Audience At University Hall.

RECITAL OF GREAT MERIT

Susie Fennel Pipes and Charles Derbyshire Win Instant Success in Difficult Numbers

PROMINENT ATHLETE OF GROVE AT SANITARIUM WITH TUBERCULOSIS

PLANING MILL EMPLOYEE BADLY INJURED BY WHIRRING MACHINERY

WASHINGTON COUNTY MAN IS APPOINTED TO BOARD OF REGENTS

SCHOOL TEACHERS MEET IN THIS CITY

B. W. Barnes In Attendance Pledges Hearty Support to the Organization.

ELECT OFFICERS FOR YEAR

Strong Sentiment Expressed Favoring Continuance of Supervisor Work in County

"DON'T FORGET THE PUDDING"

ACTIVITY OF WOMEN SHOWS RIGHT SPIRIT

Will Provide Gymnastic Apparatus for Use of Scholars at Central School Building

CHEMAWA WARRIORS LIFT SCALPS OF PACIFIC GRIDIRON GLADIATORS

BEAVERTON LABORER TIRES OF LIFE COMMITS SUICIDE WITH SHOTGUN

PROFESSIONAL FAILS TO THROW LOCAL ATHLETE

Welterweight Champion of Pacific Coast Meets Match in Tackling Home Boy

OREGON ELECTRIC TRAIN AND AUTO COLLIDE IN STREETS OF PORTLAND

ALL INDICATIONS POINT TO SUCCESS FOR CATHOLIC FAIR NEXT WEEK

COMPLETE COUNTY ELECTION RETURNS

Bull Moose Presidential Candidate Received Support in Majority Precincts.

REEVES AND HANLEY WIN

Republicans Secure Every Local Office Except the Sheriff's and Commissioners.

CITY TO MAINTAIN ALL STREET LIGHTS

Action Taken At Meeting of Council Tuesday Night Quiets Contentions.

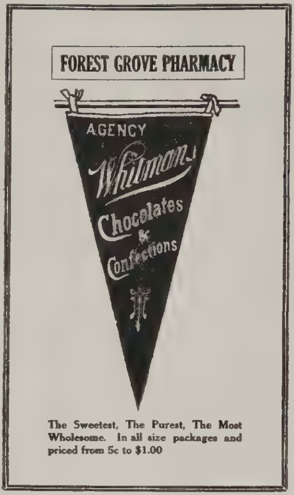
MANY BILLS ORDERED PAID

Extension of Time Will Be Given Paving Company In Which To Finish Street Work.

CATHOLIC YOUNG PEOPLE GUESTS AT SAINT ANTHONY'S RECTORY

PUBLIC SCHOOL BUILDING AT BANKS TO BE ENLARGED AND REMODELED

No. 1



FOREST GROVE PHARMACY

AGENCY
Whitman's
Chocolates
&
Confections

The Sweetest, The Purest, The Most Wholesome. In all size packages and priced from 5c to $1.00

No. 2

Merchants Savings & Trust Company

6th and Washington Sts.,
Portland, Oregon

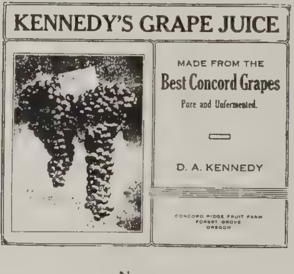
Banking by mail.

4%

paid on Savings Accounts.

Open Saturday Evenings, 6 to 8 for the accomodation of those who cannot bank at other times.

No. 3



KENNEDY'S GRAPE JUICE

MADE FROM THE
Best Concord Grapes
Pure and Unfermented.

D. A. KENNEDY

CONCORD RIDGE FRUIT FARM
FOREST GROVE
OREGON

No. 4

FOREST GROVE PHILHARMONIC COURSE

Dec. 16 Marsh Hall,
Pacific University.

The greatest American Artist
DAVID BISPHAM

Management,
EUGENE KUESTER, Portland.

At the piano,
Harry M. Gilbert.

Season Ticket of 4 Concerts $ 3.00

No. 5

✣ ✣ ✣

Chicago, Nov. 18, 1912.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: I receive the National Printer Journalist every month, and being an old-time newspaper man I enjoy reading your department immensely.

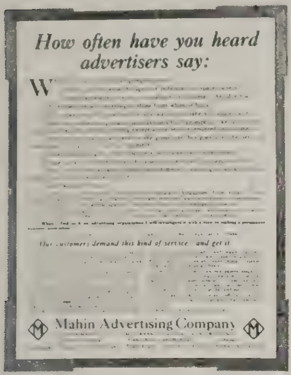
I am at present in charge of the advertising composition of the Mahin Advertising Company, and, by the way, I have the neatest, cleanest and most modern composing room in the United States. The place is a treat to any printer who loves the beautiful — plenty of light, air and general surroundings unsurpassed.

Any time you are in Chicago I would appreciate the honor of a call from you so you can see for yourself.

I take great pains in the selection of the proper type faces and borders in every ad we turn out, and I wish you would take the trouble to look these few samples of composition over and comment on them. They are ads that have either appeared in magazines or newspapers and are every-day work.

Very respectfully,
NED P. KEYES,

In as much as that all of us who write and read this department of the National Printer-Journalist are much interested in advertisement setting, and particularly in good advertisement setting, this contribution from Brother Ned P. Keyes will be found of considerable interest. It has pleased me to include herewith five reproductions from the budget Brother Keyes has submitted, which are shown as Exhibits 6, 7, 8, 9, and 10. In my opinion these specimens represent the highest class of advertisement creation, and their creator has included with them such able criticisms and explanations as to why certain things have been done in their making, that I cannot do better than to quote what he says regarding these exhibitions, as follows:

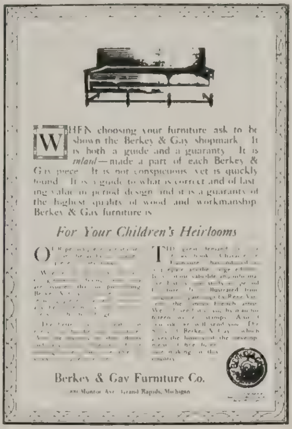


How often have you heard advertisers say:

Our customers demand this kind of service and get it

Mahin Advertising Company

No. 6

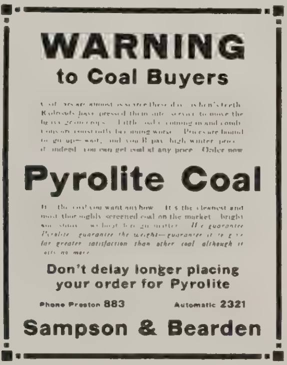


WHEN choosing your furniture ask to be shown the Berkey & Gay shopmark. It is both a guide and a guaranty. It is *inlaid*—made a part of each Berkey & Gay piece. It is not conspicuous yet is quickly found. It is a guide to what is correct and of lasting value in period design and it is a guaranty of the highest quality of wood and workmanship. Berkey & Gay furniture is

For Your Children's Heirlooms

Berkey & Gay Furniture Co.

No. 7



WARNING

to Coal Buyers

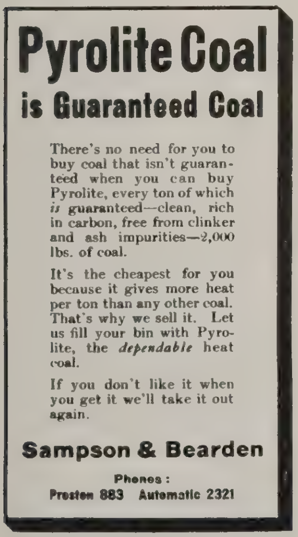
Pyrolite Coal

Don't delay longer placing your order for Pyrolite

Phone Preston 883 Automatic 2321

Sampson & Bearden

No. 8



Pyrolite Coal

is Guaranteed Coal

There's no need for you to buy coal that isn't guaranteed when you can buy Pyrolite, every ton of which *is* guaranteed—clean, rich in carbon, free from clinker and ash impurities—2,000 lbs. of coal.

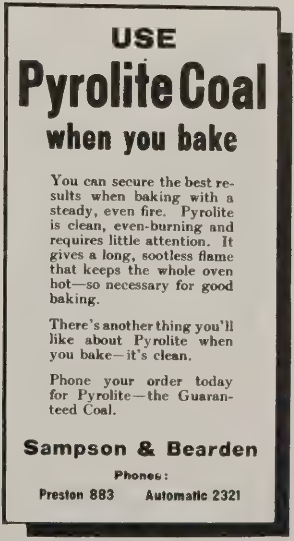
It's the cheapest for you because it gives more heat per ton than any other coal. That's why we sell it. Let us fill your bin with Pyrolite, the *dependable* heat coal.

If you don't like it when you get it we'll take it out again.

Sampson & Bearden

Phones:
Preston 883 Automatic 2321

No. 9



USE

Pyrolite Coal

when you bake

You can secure the best results when baking with a steady, even fire. Pyrolite is clean, even-burning and requires little attention. It gives a long, sootless flame that keeps the whole oven hot—so necessary for good baking.

There's another thing you'll like about Pyrolite when you bake—it's clean.

Phone your order today for Pyrolite—the Guaranteed Coal.

Sampson & Bearden

Phones:
Preston 883 Automatic 2321

No. 10

Supt. Printing Department, Mahin Advertising Co.

Ads Nos. 6, 7 and 8 are a series of Pyrolite Coal I set for newspapers. You will notice that I have used good, strong Gothic for display and Scotch Roman for body. The borders harmonize with the type used and this series of ads have been very effective.

Ad No. 9 is a full page ad for the American Magazine. Here I have used Caslon old style throughout. You will notice that this type fits in with the drawn border very harmoniously and with the proper white space around the illustration at the top makes a very pleasing furniture ad.

Ad No. 10 is one I set for our agency and was run as double page ad in Printers' Ink, and to my thinking was by far the best set ad in that issue. The border I made up with three brass rules — three different kinds — and gives the appearance of a border drawn and engraved, and is just as effective.

* * *

Eustis, Fla., Oct. 5, 1912.

O. Byron Copper, De Soto, Wis.

Dear Mr. Copper: Like a bad "copper," I am continually turning up at the unlooked-for place at the unexpected time, so here I am again. This time I come as the mechanical end of the Eustis Lake Region, which has just incorporated and put in a $15,000 printing plant here. It is quite needless to add that the outfit was my own selection, from the monotype, Miehle and Dexter automatic cutter and Dexter folder down to the gauge pins and copper spaces.

That our equipment is ideal goes without saying, in the light of the foregoing. We have almost everything a fellow could wish, except a big enough house to hold it all.

So far our help in the mechanical department consists of two young ladies and myself. That makes of me the machinist, monotype operator, pressman, stoneman, devil and goodness knows what all else. I am less than a month old (or about a month old) on the monotype, and when I say that we set at least fifty galleys (over twenty of which were crowded out) of monotype matter, besides all the ads, moving the old plant, and setting up and testing out new machinery, all the first week, you will realize we were going some. Of our two girls, one is a two-thirder and the other a pretty good printer.

All this to take up your time and prepare you for the two copies of the Lake Region under separate cover.

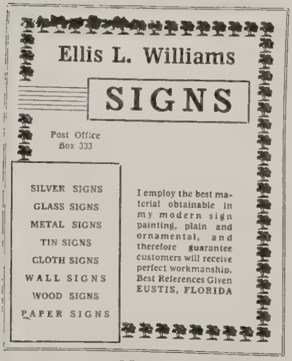
Look 'em over and give us all you think they deserve, both the good and the bad; but, in telling the bad, please temper it just a little with the thought of the awful rush that we have experienced.

With best wishes to you and the good old N. P.-J., I am,

Yours fraternally,

ROYAL B. CHILD.

There is always great rejoicing over the return of a long-lost child, and more especially if it be a Royal Child, and so the department of Newspaper Criticisms this month can rejoice right. Brother Child first became a contributor to this department years ago when he was one of the proprietors of the Champion, at Arcadia, Fla., where he immortalized himself (at least with this department) by working some great reforms in his work through studying the columns of trade journals. As may be surmised, his present handiwork — The Eustis Lake Region — coming from a $15,000-plant, is something more than the ordinary. But at the outset I cannot forego the remark, based on a careful and kindly examination of all three copies before me, that with so much wealth behind it, the Eustis Lake Region is not what it should be. Of course, I realize that Brother Child has not yet gotten settled down to business when these issues of the Region were printed; he doubtless had a lot on his mind and an overwhelming lot of work to attend to, and a thousand and one other things to handicap and prevent him from doing his best. In time, therefore, I sincerely hope and expect to see something a whole lot prettier issued from this costly Eustis printing plant. The principal feature which prevents the highest degree of beauty in this paper's pages at present is the lack of uniformity in heads. The use of the italic in upper and lower case effect in the scare heads, and especially in the short stair-step effect, gives anything but a pleasing and dignified aspect. In fact, dignity is the quality missing in a great deal of the mechanical making of this paper. To define just what "dignity" in typography is, is somewhat difficult, but not hard to recognize wherever apparent. Harmony of type faces and faces of least grotesqueness, plain, clean-cut borders, exclusive use of series, abundant and intelligent employment of white space, are a few of the things that make dignity in composition. The same principles applied to the typography of a newspaper will bring out dignity, just as they do in advertisements. For instance, we must discriminate against fanciful borders for box heads, against faces of jaunty style, against everything, in fact, that is not prim, and neat, and modest. And, above all, let us see that each head of each respective style is a duplicate of its sister in size and shape as well as typography. The Eustis Lake Region is printed all at home. It has pages of six columns each, and is impressed with excellent success on a superior grade of white stock, which takes a half-tone with good effect. The Region is edited by a Kentucky colonel (who is vastly different from the Kentucky colonel of song and story, inasmuch as that he is strongly opposed to whisky drinking) by the name of Clarence E. Woods, who is doing some very creditable work in his department. As proof that Brother Royal B. Child is an artist, and understands how to incorporate plenty of dignity in his work, I reproduce one of his ads (Exhibit 11). And another good specimen is shown as Exhibit 12.


Ellis L. Williams

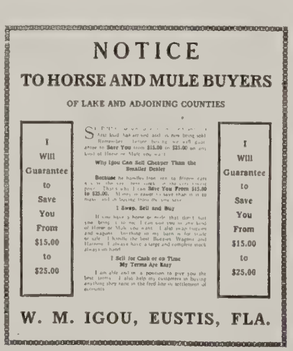
SIGNS

Post Office
Box 333

SILVER SIGNS
GLASS SIGNS
METAL SIGNS
TIN SIGNS
CLOTH SIGNS
WALL SIGNS
WOOD SIGNS
PAPER SIGNS

I employ the best material obtainable in my modern sign painting, plain and ornamental, and therefore guarantee customers will receive perfect workmanship. Best References Given
EUSTIS, FLORIDA

No. 11


NOTICE
TO HORSE AND MULE BUYERS
OF LAKE AND ADJOINING COUNTIES

I Will Guarantee to Save You From $15.00 to $25.00

Why Igou Can Sell Cheaper Than the Smaller Dealer

I Swap, Sell and Buy

I Sell for Cash or on Time
My Terms Are Easy

I Will Guarantee to Save You From $15.00 to $25.00

W. M. IGOU, EUSTIS, FLA.

No. 12

✣ ✣ ✣

Hartford, Wis., Oct. 16, 1912.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: I am mailing you under separate cover a copy of the last two weeks' publication, together with several specimens of ads clipped from the files during the last six months.

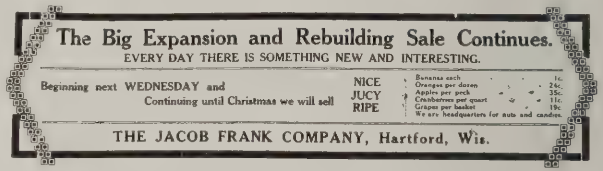
Would be pleased to hear any criticisms which you may see fit to make on the typographical arrangement of the display matter.

I take considerable pride in any ad that I may set, and always try to make it as attractive as conditions will permit.

Am an enthusiastic reader of the National Printer-Journalist, and believe that every painstaking, intelligent printer should read the contents of this magazine from cover to cover, as lots of exceptionally good information can be found stored in its columns.

Thanking you in advance for any comments which you may make, no matter how severe, I beg to remain,

Very truly yours,
CLARENCE V. R. B. HATHAWAY,
Superintendent of Mechanical Department.


The Big Expansion and Rebuilding Sale Continues.
EVERY DAY THERE IS SOMETHING NEW AND INTERESTING.

Beginning next WEDNESDAY and
Continuing until Christmas we will sell

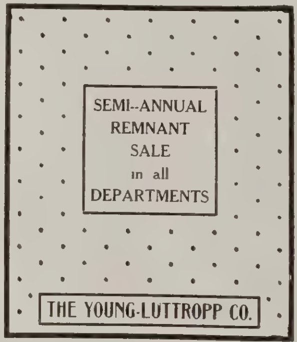
NICE
JUCY
RIPE

Bananas each	1c.
Oranges per dozen	24c.
Apples per peck	35c.
Cranberries per quart	11c.
Grapes per basket	19c.

We are headquarters for nuts and candies.

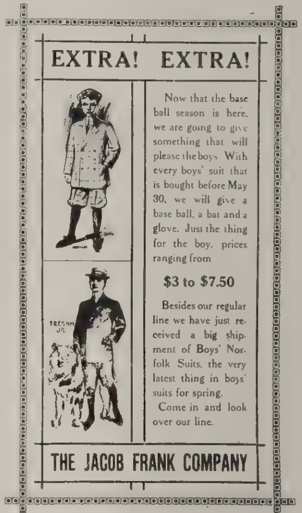
THE JACOB FRANK COMPANY, Hartford, Wis.

No. 13


SEMI-ANNUAL
REMNANT
SALE
in all
DEPARTMENTS

THE YOUNG-LUTTROPP CO.

No. 14



EXTRA! EXTRA!

Now that the base ball season is here, we are going to give something that will please the boys. With every boys' suit that is bought before May 30, we will give a base ball, a bat and a glove. Just the thing for the boy, prices ranging from

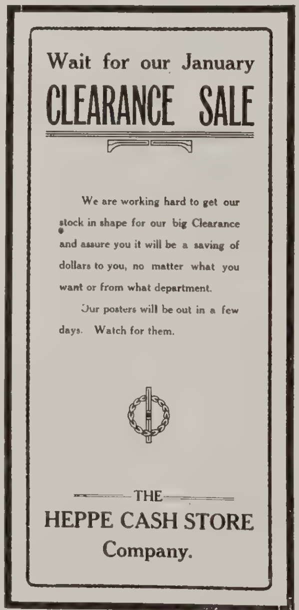
$3 to $7.50

Besides our regular line we have just received a big shipment of Boys' Norfolk Suits, the very latest thing in boys' suits for spring.

Come in and look over our line.

THE JACOB FRANK COMPANY

No. 15

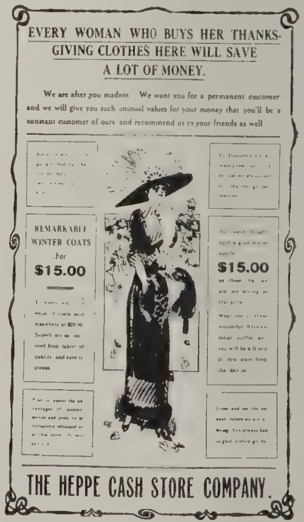

Wait for our January
CLEARANCE SALE

We are working hard to get our stock in shape for our big Clearance and assure you it will be a saving of dollars to you, no matter what you want or from what department.

Our posters will be out in a few days. Watch for them.

THE
HEPPE CASH STORE
Company.

No. 16


EVERY WOMAN WHO BUYS HER THANKSGIVING CLOTHES HERE WILL SAVE A LOT OF MONEY.

We are after you madam. We want you for a permanent customer and we will give you such unusual values for your money that you'll be a constant customer of ours and recommend us to your friends as well.

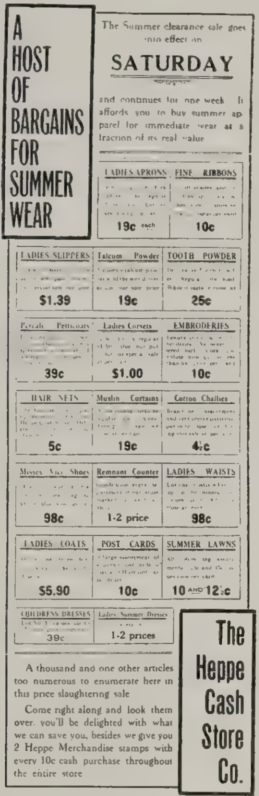
REMARKABLE
WINTER COATS
For
$15.00

$15.00

THE HEPPE CASH STORE COMPANY.

No. 17

By the enormous bunch of samples which he submits, and by the style of the composition in each, Brother Hathaway succeeds in convincing me that he is a compositor of clever ideas and much mechanical ability, but as the package of samples is so large, I shall be unable to show but a small per cent of them, and shall be obliged to lay aside the Hartford Times itself for consideration in a future installment. Ten of the ad specimens from this contributor are exhibited herewith as Nos. 13, 14, 15, 16, 17, 18, 19, 20, 21, and 22. The first specimen in the assortment, no less than the second, well illustrates the originality and cleverness of this compositor. In the latter we have an effect which ordinarily might be considered as freakish, but as an ad of a cloth remnant sale, it is highly appropriate and commendable. Note how the dotted effect gives the appearance of real "print" or calico. The balance of the list may all be passed with no further comment than that they are worthy of much praise, down to the last specimen, which is probably as remarkable a type picture as has ever been shown in this department. This is of the "freak" order of ads, which should never be encouraged for regular practice, but which, nevertheless, will always excite attention and comment wherever they appear. Aside from the picture, the typographical part of this specimen is very good, showing taste and skill in selection of type and arrangement of display.



A HOST OF BARGAINS FOR SUMMER WEAR

The Summer clearance sale goes into effect on

SATURDAY

and continues for one week. It affords you to buy summer apparel for immediate wear at a fraction of its real value

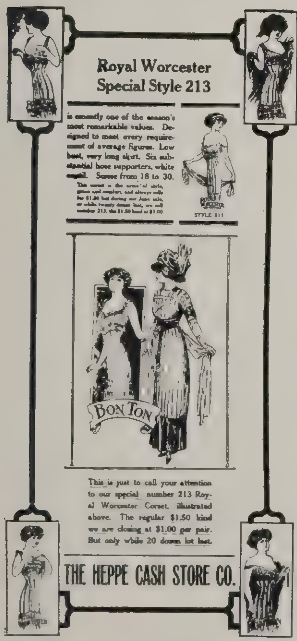
LADIES APRONS 19c each
FINE RIBBONS 10c
LADIES SLIPPERS $1.39
Talcum Powder 19c
TOOTH POWDER 25c
Percale Petticoats 39c
Ladies Corsets $1.00
EMBRODERIES 10c
HAIR NETS 5c
Muslin Curtains 19c
Cotton Challies 4½c
Misses Vici Shoes 98c
Remnant Counter 1-2 price
LADIES WAISTS 98c
LADIES COATS $5.90
POST CARDS 10c
SUMMER LAWNS 10 AND 12½c
CHILDRENS DRESSES 39c
Ladies Summer Dresses 1-2 prices

A thousand and one other articles too numerous to enumerate here in this price slaughtering sale

Come right along and look them over, you'll be delighted with what we can save you, besides we give you 2 Heppe Merchandise stamps with every 10c cash purchase throughout the entire store

The Heppe Cash Store Co.

No. 18



Royal Worcester Special Style 213

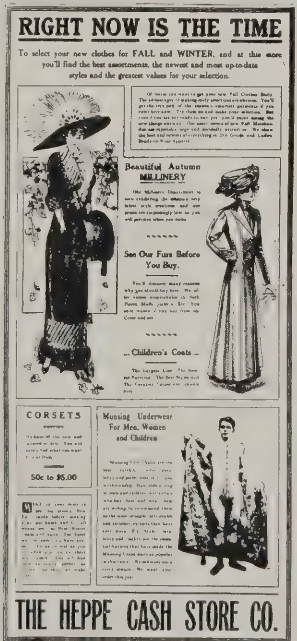
is eminently one of the season's most remarkable values. Designed to meet every requirement of average figures. Low bust, very long skirt. Six substantial hose supporters, white coutil. Sizes from 18 to 30.

This corset is the acme of style, grace and comfort, and always sells for $1.50 but during our June sale, or while twenty dozen last, we sell number 213, the $1.50 kind at $1.00

This is just to call your attention to our special number 213 Royal Worcester Corset, illustrated above. The regular $1.50 kind we are closing at $1.00 per pair. But only while 20 dozen lot last.

THE HEPPE CASH STORE CO.

No. 19



RIGHT NOW IS THE TIME

To select your new clothes for FALL and WINTER, and at this store you'll find the best assortments, the newest and most up-to-date styles and the greatest values for your selection.

Beautiful Autumn MILLINERY

See Our Furs Before You Buy.

... Children's Coats ...

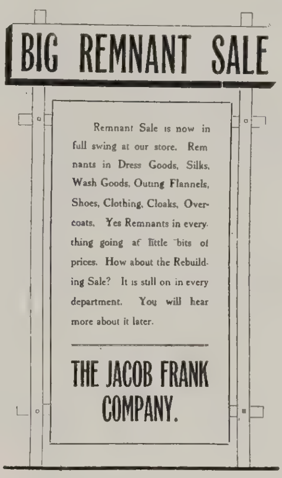
CORSETS

50c to $5.00

Munsing Underwear For Men, Women and Children

THE HEPPE CASH STORE CO.

No. 20

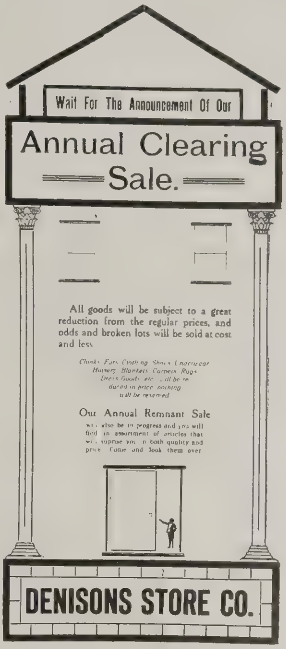


BIG REMNANT SALE

Remnant Sale is now in full swing at our store. Remnants in Dress Goods, Silks, Wash Goods, Outing Flannels, Shoes, Clothing, Cloaks, Overcoats. Yes Remnants in everything going at little bits of prices. How about the Rebuilding Sale? It is still on in every department. You will hear more about it later.

THE JACOB FRANK COMPANY.

No. 21



Wait For The Announcement Of Our

Annual Clearing Sale.

All goods will be subject to a great reduction from the regular prices, and odds and broken lots will be sold at cost and less

Cloaks, Furs, Clothing, Shoes, Underwear, Hosiery, Blankets, Carpets, Rugs, Dress Goods, etc. will be reduced in price, nothing will be reserved

Our Annual Remnant Sale will also be in progress and you will find an assortment of articles that will suprise you in both quality and price. Come and look them over

DENISONS STORE CO.

No. 22

✣ ✣ ✣

Mt. Victory, Ohio, Oct. 9, 1912.

Mr. O. Byron Copper, Editor the Argus,
De Soto, Wisconsin.

Dear Brother: The first thing I turn to when I receive the National Printer-Journalist each month is the department of newspapers. I think it one of the most helpful features of any trade paper published anywhere, and am always anxious to get it to see what you comment on. The Journalist is truly the publication for the country paper. Others are good and I like them, but it is the best.

Have often thought I would answer some of your preamble talks to your valuable contributions on the editorial, advertising and make-up of newspapers, for I am more or less of an idealist myself. The $1.50 for subscription is my hobby, as you will note. The clean front page is another, graded news and items, plain rule border, home-interest editorials — all but the big ads at the bottom. I am not wholly converted to the idea as yet, but agree with you that it is good, since some of my big ad patrons have preference for top of page.

I have lost some of my best advertisers here in town the past year and have gotten after out-of-town business, at the same time getting in some hard licks in behalf of the home paper for the non-advertisers to let soak in. See articles on advertising.

Am mailing you a few copies of the Observer for criticism — my first offense at bothering you. Butcher it if you want to, for I think there is nothing like wholesome criticism to straighten a fellow out, and I always benefit from the ones you gave others as well as I may from what you choose to give me. I beg to remain,

Fraternally yours,
JOE PENNOCK.

Although, through some unfortunate error, Brother Pennock's paper did not reach me, still I could not refrain from quoting his esteemed letter above, because of the cheerful, helpful message which it contains. Along with this letter, too, came a budget of advertising matter pertaining to the Mt. Victory, Ohio, Observer, Brother Pennock's paper, which shows several things. First, this budget shows that our esteemed brother from the Buckeye State, is a consistent believer in the value of advertising, and uses the same "dope" for stimulating his own business which he recommends as a stimulant for the business of his fellow citizens. He is also a believer in living rates for printer-journalists — as his avowed championship of the $1.50 rate attests, and furthermore has adopted the cash-in-advance-stop-when-up plan. And that he is an all-around progressive newspaper-maker — one after my own heart — there is much evidence. An inspection of his paper would be a pleasure, of which I hope I am not to be cheated, in the near future.

* * *

Canova, S. D., October 19, 1912.

O. Byron Copper, De Soto, Wis.

Dear Sir: I am enclosing a little publication that we are issuing from our office for criticism in your department of the National Printer-Journalist. I have profited by your remarks in the work on our paper and think maybe you can give some pointers on this new paper, although it is probably a little out of your line, not being a weekly paper. It is a church paper, and almost entirely set in Swedish, and that is no snap, either, if you don't know a word of it, but have to follow each word and letter. The paper is set up entirely on our Junior. This is our first issue and the press work could be improved on but we had to rush the thing out. Thanking you for the past favors and with the best wishes I am,

Yours truly,
DEAN C. TRIPPLER.

The little publication which Brother Trippler submits is wholly within "my line," perhaps, but as I am sorely lacking in knowledge of the Swedish language, I am at least unable to pass an opinion on contents. The presswork is a trifle "pale," as the brother has confessed, but typography and general makeup is entirely pleasing — being very neat and modest throughout. I am easily convinced that the composition of this publication from the Swedish copy is anything but pleasant.

* * *

Fairfax, Minn., Nov. 15, 1912.

Mr. O. Byron Copper, De Soto, Wis.

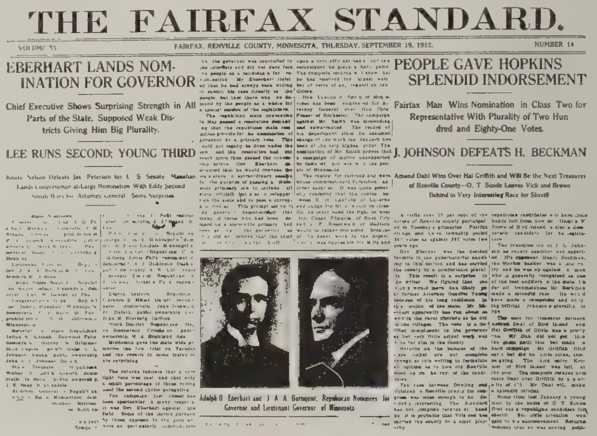
Dear Sir: Some time ago I took the liberty to send a few issues of the Fairfax, Minn., Standard to you for inspection and comment, if you deemed the paper worthy of the latter, and take this opportunity to thank you for the just criticism, as well as the compliments you gave the paper.

Am today, under separate cover, sending you three issues of the Standard. The one of June 20, 1912, is being sent you with the hope that first page make-up will be treated to the best of your judgment. August 15, 1912, the Standard issued a special souvenir edition of thirty-two pages, and you will no doubt find a number of good and bad things in that issue which you could pass judgment on. The issue of September 19, 1912, contains a double page advertisement set by Dewey Zettel and Carl Vincent, and the boys wished to have you review it; know that you will agree with me as to the correctness of this fine typographical piece of work.

Again thanking you for past favors, and trusting that in some future issue of the National Printer-Journalist we may find comment on these editions sent you, we remain,

Fraternally,
FAIRFAX STANDARD PRINTING CO.,
Phil Ploof, Secretary.

I am always glad to hear from old friends — friends who have had notice in these columns before, as well as from those who come for their first visit, hence the welcome accorded this contribution.



THE FAIRFAX STANDARD.

VOLUME XV FAIRFAX, RENVILLE COUNTY, MINNESOTA, THURSDAY, SEPTEMBER 19, 1912. NUMBER 14

EBERHART LANDS NOMINATION FOR GOVERNOR

Chief Executive Shows Surprising Strength in All Parts of the State, Supposed Weak Districts Giving Him Big Plurality.

LEE RUNS SECOND; YOUNG THIRD

PEOPLE GAVE HOPKINS SPLENDID INDORSEMENT

Fairfax Man Wins Nomination in Class Two for Representative With Plurality of Two Hundred and Eighty-One Votes.

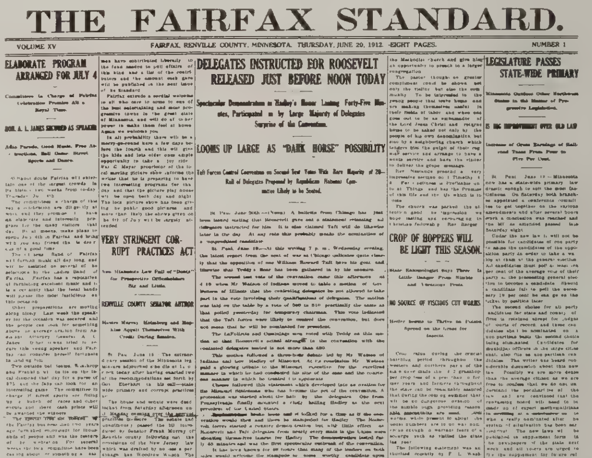
J. JOHNSON DEFEATS H. BECKMAN

Amund Dahl Wins Over Hal Griffith and Will Be the Next Treasurer of Renville County—O. T. Sunde Leaves Vick and Brown Behind in Very Interesting Race for Sheriff

Adolph O. Eberhart and J. A. A. Burnquist, Republican Nominees for Governor and Lieutenant Governor of Minnesota

No. 23

Referring to the issue of June 20, mentioned in the foregoing letter, it is a pleasure for me to be able to attest that I am highly pleased with the makeup



THE FAIRFAX STANDARD.

VOLUME XV FAIRFAX, RENVILLE COUNTY, MINNESOTA, THURSDAY, JUNE 20, 1912. EIGHT PAGES. NUMBER 1

ELABORATE PROGRAM ARRANGED FOR JULY 4

DELEGATES INSTRUCTED FOR ROOSEVELT RELEASED JUST BEFORE NOON TODAY

LOOMS UP LARGE AS "DARK HORSE" POSSIBILITY

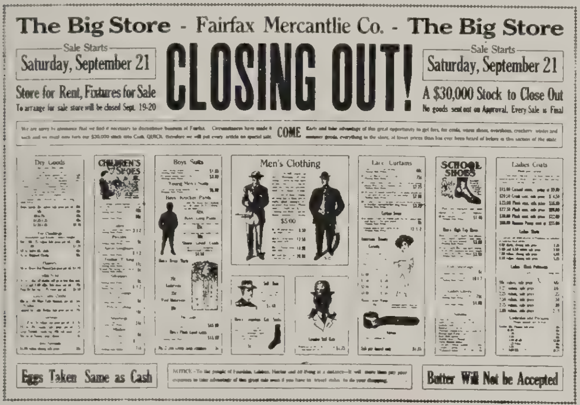
VERY STRINGENT CORRUPT PRACTICES ACT

CROP OF HOPPERS WILL BE LIGHT THIS SEASON

LEGISLATURE PASSES STATE-WIDE PRIMARY

No. 24

on this front page; and, that my readers may share the pleasure, herewith I reproduce it as Exhibit 23. For the benefit of Brother Child, particularly, I beg to emphasize the fact that here is a specimen of what I term dignified newspaper work, as applied to typography and makeup. And, speaking of dignity and ideality in newspaper headings, observe those shown in the next exhibit, No. 24, which is the upper half of the first page of the Standard for September 19. Here is surely a beautiful letter for headings of this style, although I cannot approve of division of words in the main cap lines, as in evidence in one of these handsome heads. The souvenir edition, issued on August 15, 1912, commemorating the fiftieth anniversary of the battle of Fort Ridgely, was a very fine and commendable effort, consisting, as Brother Trippler says, of thirty-two pages. In the next exhibit, No. 25, is to be seen the double-page ad set by Brothers Zettel and Vincent, which, I am sure, could not be much better. It is a tasteful, delightful specimen, with especially strong display, proper reservations of white, and easy adaptation of the matter to the space. In the proper place I forgot to say that the special edition must have been treasured by Standard readers as a highly valuable addition to Minnesota history. Many of the articles supplied are from the pens of persons who lived contemporaneous with the Indian uprising in 1862, and from some of those who participated in the fighting and bloody hardships of those stirring days, and who correct many common errors of written history. Besides these excellent columns of historical matter, I note many attractive half-tones, historical and modern, and hundreds of inches of displayed advertisements. I close with heartiest congratulations for the enterprising makers of the Fairfax Standard, on the success of their efforts as up-to-date newspaper-makers.



The Big Store - Fairfax Mercantlie Co. - The Big Store

Sale Starts
Saturday, September 21

CLOSING OUT!

Sale Starts
Saturday, September 21

Store for Rent, Fixtures for Sale
To arrange for sale store will be closed Sept. 19-20

A $30,000 Stock to Close Out
No goods sent out on Approval. Every Sale is Final

COME

Dry Goods

Children's Shoes

Boys Suits

Men's Clothing

Lace Curtains

School Shoes

Ladies Coats

Eggs Taken Same as Cash

Butter Will Not be Accepted

No. 25

* * *

Twenty students will be graduated with the degree of Bachelor of Journalism this school year from the School of Journalism of the University of Missouri. This is twice the number graduated last year. The number of graduates has increased each year. The graduating class the first year of the school numbered one; the second year, six; the third year, nine; and the fourth (last) year, ten.

Agricultural Extension Through Newspapers

To President Andrew M. Soule, of the Georgia State College of Agriculture, belongs credit for introducing a new feature of agricultural extension in connection with newspapers. Realizing the importance of the weekly and daily press for carrying agricultural information to the masses, he obtained for his staff a newspaper man from one of the large dailies of the South, a graduate of an agricultural and mechanical college, who not only knew newspapers but agriculture. To him he gave title of "Editor" of the college.

Co-operating with the editor, a campaign plan was worked out. The weekly press of the state, it was decided, could not be effectually used without supplying prepared plate. At once 150 papers of the state gladly accepted the offer to use plate service furnished by the college each week. The expense of the plate, even to free delivery to the publisher, was borne by the college extension fund. The importance of meeting the entire expense is evident when it is realized that a big corporation of the country is ready to furnish any weekly paper two columns of live agricultural matter each week delivered free of cost, and when it is appreciated how much of the good will of the publishers is obtained in this way.

It is estimated that fully a quarter of a million readers are reached each week by use of the weekly press in the manner indicated, with live, helpful agricultural matter designed especially to meet the needs of the farmers of the state and make possible a way to bring the college into direct connection with the largest number of people of the state.

Furthermore, the editor sends out from the college news items to the daily press, prepared in newspaper form. The college being the head of the corn club, tomato club, soil survey and farmers' institute work of the state, it is prolific of news. The largest possible use of publicity in this way is exercised, and it is estimated that as many as a quarter of a million readers are reached from two to three times a week with items associated with the State College of Agriculture. So that every week a half a million and more people of the state are brought into touch with the college and most of them in a direct and helpful way.

At the meeting of the presidents of agricultural and mechanical colleges of the United States recently held at Atlanta, President Soule told of the work which he had inaugurated. It stirred up much interest, many questions being asked as to the details of putting the service into effect. Apparently many of the college presidents had found a solution to their problems of extension work by use of the press of their respective states.

CHARLES A. WHITTLE.

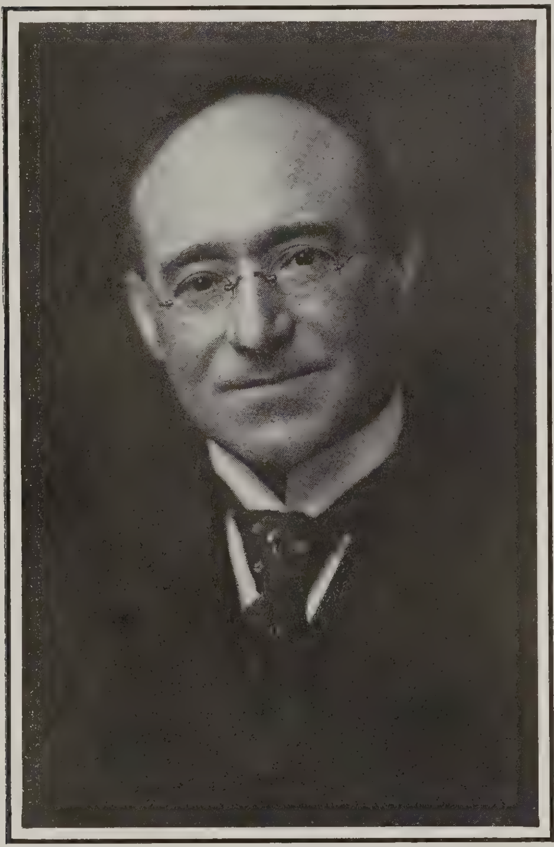
* * *

President Hill has just announced that the annual Journalism Week at the University of Missouri would be Monday, Tuesday, Wednesday, Thursday and Friday, May 12, 13, 14, 15 and 16, 1913. The program will include this year, as in previous years, addresses by some of the most distinguished American journalists. The Missouri Press Association, the Woman's Press Association of Missouri, the Association of Past Presidents of the Missouri Press Association, and the Daily Newspaper Publishers' Association are among the organizations of newspaper makers that will meet in Columbia during the week.

The Success of Leslie's Weekly

HUNDREDS of the readers of the National Printer-Journalist will rejoice in the recent great success of Leslie's Weekly, under the guidance of Editor John A. Sleicher who has ever been a friend and comrade of the editors of this country. He has been a frequent attendant upon and a speaker at the National Editorial Association since the convention in San Antonio in 1888, when he delivered a most instructive address on "Relation of the Provincial and Metropolitan Press" and accompanied the party on the memorable excursion to the old city of Mexico, where a reception was tendered by President Diaz.

He is a good traveler, a good companion and a broad minded friend; is full of sympathy with his fellow men and with the members of all branches of the newspaper and periodical press.



John A. Sleicher, Editor Leslie's Weekly

On December 12, Leslie's Weekly reached its fifty-seventh anniversary and the paper, very properly, gives the facts as to the progress made. The article certainly proved interesting to all readers. There were many things therein full of instruction to newspaper makers. The following given as the paper's creed, on which the success has been attained, will be found rich in suggestions as to worthy principles and a working faith, to guide every worthy publication:

We believe in the prosperity of the country and that the highest duty of a periodical is to strive to secure it for all.

We believe that the worst enemies of American prosperity are the selfish demagogue and the self-seeking muck-raker to whom everything is wrong and who will not see that anything is right.

We believe in unceasing championship of every institution which makes for the public welfare.

We believe in unflinching advocacy of every reform necessary to the advancement of human progress.

We believe that the world's merchants and manufacturers prefer editorial constructiveness to muck-raking destructiveness.

We believe that an illustrated weekly newspaper should hold the mirror up to the world's news. This has been the mission of Leslie's Weekly for more than half a century and will continue to be its mission for all time.

We believe that the men who build up, whether in humble or exalted station, are worthy of praise and that the men who pull down are deserving of censure.

We believe that a periodical that drops its responsibility after reporting an event neglects half its duty. If it tears down for the sport of seeing the dust fly, it clouds the atmosphere and ruins good work, while he who builds anew or seeks to strengthen a weak structure performs a real service.

We believe that to-day is better than yesterday and we shall try to make to-morrow better than to-day; and, finally,

We believe in our motto, "In God We Trust."

With these working principles in view, it is pleasant to read the following as to the substantial accomplishments:

The magnitude of business in the United States is the surprise of all strangers. From the humblest beginnings great corporations have arisen, one after another. This has been such a common experience in this country of wonderful growth that it no longer creates comment. Fifty-seven years ago this week Frank Leslie established Leslie's Weekly with only his brains. From a very humble beginning it has arisen to a business of great magnitude. Last year the business of the Leslie-Judge Company reached an aggregate of more than $2,000,000.

The home office is at 225 Fifth Avenue, New York, known the world over as Madison Square. Visitors who enter this office think this is large enough for one publishing house; they are much surprised when we tell them that this is only the main office and that all the twenty branch offices have to make daily reports to it.

The New York subscription department is in a separate building, opposite Madison Square Garden. Even this office makes its daily report to the main office on Fifth avenue.

In 1907 the property was completely reorganized and passed into control of its present proprietor, manager and editor, John A. Sleicher. The circulation of Leslie's then was 86,300 — to-day it is 380,000. When he took the helm, Judge could boast of only 38,300, but now it prints each week 125,000 copies.

From the very first year of its existence, Leslie's has grown and progressed. It has seen many magazines come and go; many spring up in a night and flourish for a day, but are gone by the end of the season. Leslie's has gone straight ahead, slowly, surely, sanely, until it is now the oldest illustrated weekly in the United States.

* * *

The handling of the mail is a big problem. A special messenger is sent after the mail every morning, before the office really opens; the mail clerks begin on it and have it ready to distribute a few minutes after the heads of the departments arrive. The day and hour of arrival of each business letter is recorded by a stamping machine. Years afterward we can turn to our old letters and find the very hour of the day they came into our office. It takes eight people to open and handle the mail.

A busier office would be hard to find than the editorial office. Each member of it is a specialist and an expert in his own work. So well trained and so smoothly does the machinery of this department run that the members may work for half a day at a time without speaking to each other. They are perfect cogs in a perfect machine. The members are: Managing editor, Theodore Williams;

associate editors, Charlton B. Strayer, Homer Croy, Edith Townsend Kaufmann and Daisy Dawson Hills.

Working elbow to elbow with the editorial department is the art department, equally efficient, managed by W. Martin Johnson and his assistant, Frederick P. Rohver. Hundreds of photographs are received each week from all over the world, and from these the art editor and his assistant must select the best ones and then determine the size in which they will appear in the magazine.

The Leslie-Judge organization extends from coast to coast and from Canada to Panama and into the Philippines. It has subscribers in every country in the world.

The home office from which all this emanates is at Fifth Avenue and Twenty-sixth street. It is the only publishing house in the heart of Fifth Avenue. The offices are very simple. There is no mahogany or damask curtains, nor deep rugs on the floor. Everything is simplicity and business. There is an atmosphere around the office found in too few editorial houses — a feeling of pleasantness and good-will. There is no bickering back and forth and petty tricks. It is one big family, all pulling toward a bigger and better Leslie's. "The Chief" (as the staff calls John A. Sleicher) is democratic to his bones; the office-boy has as ready a hearing as the head of the advertising department.

Leslie's has always stood for enterprise and energy. When the Civil War broke out, Leslie's sent twelve correspondents and artists to the front to cover it. Even in this day of big journalism, it is considered a startling large number. When Frank Leslie died, in 1880, Mrs. Leslie became editor and soon was famous the world around. A few weeks after she had come into power, President Garfield was assassinated. The presses were turning off the week's run when the startling word came in. To the consternation of her assistants, she ordered the presses stopped, regardless of the loss, and all the latest news rushed through. By working at a high rate of speed and doing some clever manipulating, she was out on the newsstands three days ahead of any other publication. Three issues a week were turned off during the early illness of the President. Fifty thousand dollars was made by this move.

Steadily from the very first Leslie's has gone on advancing, pleading the policy of sanity and square dealing, never running after false gods, never led astray by quacks with some remedy to cure all social ills, sticking by the old ship Conservatism. The policy has paid, and we rejoice that we have kept our readers in this country of radicals and fully believe that even greater achievements lie ahead.

* * *

TWO BOOKS FROM HARPERS

It has been stated, probably with reasonable truthfulness, the printers and editors of the present day are not great readers of books. Newspaper making and printing may surfeit the workers in these callings with matter in types, still it is a fact that no people are in more need of solid reading — reading in the form of books that give a complete view of the subjects treated.

Dailies, weeklies, magazines, trade and technical journals and reviews are necessary to the securing of up-to-date information, suggestions and views of life, of all passing events, of all that is new in the world of human endeavor and experiences, in the progressive sciences, in the industries and professions with which newspaper makers and printers must constantly deal.

However, the reading, with only the view of immediate use, of so many things, disconnected except as they are joined by passing human interest, — without the following out lines of thought, of research, of human experience, of the history of the present as compared with the past or the tracing of human incentives and passions from the beginning to their results; without taking broad, connected, logical views such as are to be found in well written books, — may tend to dissipating the faculties, weakening the memory and to the rendering of continued, consecutive thought and reasoning, in a way, neglected if not difficult or impossible.

This introduction has no particular application to the two books from Harper Brothers, Publishers, more than to others and probably not as much to them as to some.

"Your United States" by Arnold Bennett of England, is a book that possesses, besides its intrinsic merit, the farther feature of permitting us to see some of the most striking characteristics of our country, as another, outside of local influences or national prejudices, sees them.

The publishers truthfully state that:

> "Arnold Bennett was welcomed to this country with an enthusiasm such as has not been accorded to any English writer since Thackeray. All doors were opened to him. He saw more in a brief visit than most of us see in a lifetime. He is free from prejudice, gifted with unique powers of observation, and best of all, he has a sense of humor. Our daily life, our society, our sports, our theaters, our schools and colleges, East and West, all come in for their share of his sane and charming appreciation. The many beautiful illustrations by Frank Craig, the English artist who accompanied Mr. Bennett, tell their story pictorially as brilliantly as Mr. Bennett does in his text."

The makers of newspapers can never be too well informed as to their own country and all its institutions and the view taken of these by well informed, unprejudiced minds. This book affords pleasure in the reading, as well as information, through brightness of view and statement. It is filled with glimpses of scenes, characters and places that gain new interest from the fact that they possessed novelty to the writer.

It is a fact that much is missed by residents of cities, states and nations by reason of daily familiarity with the whole. There is a lack of analysis or consideration of the separate parts. The editors, who have written up the journeyings of the National Editorial Association, have frequently had their attention called to the fact that they have seen and written about things that the residents of the different cities and regions visited, had entirely overlooked and the existence of which they had ignored until they had read the editorial travel-stories.

Mr. Arnold has told, in his book, of things in New York, Washington City, Chicago and other places, of organizations, travel, hotels; of sports and theaters, education and art and of the American citizens, that have a new interest and reveal much that is unseen in the daily preoccupation of the people, where eyes seem unseeing by reason of familiarity. ("Your United States, Impressions of a First Visit" by Arnold Bennett, Harper & Brothers, Publishers.)

"The Financier" by Theodore Dreiser, is a work that reveals the pitfalls that are set in the paths of the many wealth-seekers in this land of strenuous living and of speculation and of market manipulations, where getting wealth, too often, becomes the all-absorbing incentive and is pursued with a tenacity that crowds out all thoughts of ethical responsibility or spiritual development, and engulfs the victims in selfishness and the seeking of selfish, material gratifications.

The main character, or hero, in this novel wins early success and when the crash comes, caused by the calamity of the great Chicago fire — 1871 — does that, to save his fortune, which lands him in the penitentiary of Pennsylvania. A pardon at the end of thirteen months gives him opportunity to enter again upon his career.

While the book does not name the late Yerkes of Chicago, London and New York, references that are made, lead to the impression that it is intended as an interpretation, if not a revelation, very close to the truth, of his life. While in the form of fiction, it gives a panoramic view of such a life that was given up to a lust of riches and a lust of love, while still enchanted by all material beauty in art and grandeur in nature. The logic of the events narrated is far from that of securing any substantial happiness, yet one feels a little bit of commiseration, if not admiration, for the man who, engulfed in the whirl and driven by passion of money getting, really attained to some great accomplishments in the heaping up of wealth, that brought no permanent gratification nor saved him from the miseries of domestic troubles and disgrace.

The book gives a pretty good insight as to the heated fight for gold by the frenzied, modern financier, who, having no anchor of high principles, is swept away by lust and an uncontrolled desire for self gratification. ("The Financier" by Theodore Dreiser, Harper & Brothers, Publishers.)

* * *

TOPCOL'S NEW YEAR'S GREETING 1913

On the eve of the New Year I sat pondering, when
My eyelids closed down and I dozed in my den.
I dreamed that Old Time backed the years that are ripe
And made me a 'prentice, again setting type.
Here was the candle that lighted my case,
And here the old comrades — familiar each face.
Here Bushy and Peasy, Ace, Fitchy and Dan,
And Sandy whose life term was but a brief span,
The printing ink's odor saluted my nose,
More grateful than fragrance of lilac or rose.
My ears caught the rhythmical clickety-click
Of the types as they spelled out the words in the stick.
In my eyes flashed the frisket, the twirl of the crank,
And the sheet neatly printed lying smooth on the bank.
My first pull of the devil's tail then came about,
And I woke with affright as the innards crashed out!

* * *

The vision too brief, for with passionate pain
I yearned to shake hands all around once again.
Yet I would not abide in the close-clinging past,
For an era of progress has brought betterments vast.
Prized friends crowd my life path, alway at my side
The choicest of comrades, my fifty-year bride.
Close standing beside her, companion and daughter,
And to add to our household the young man who caught her.
This Topcol quartet to all friends far and near
Sends a song of glad greeting — A Happy New Year!

A. O. BUNNELL,
Topcol, Dansville, N. Y.

* * *

A copy of the revised Desk Book of the School of Journalism of the University of Missouri, has reached this office. An extended review of the original publication was given, a year or two ago, in these pages and its value as a desk or style book was quickly recognized by newspaper men throughout the country and the demand was such as to rapidly exhaust the supply. Dean Walter Williams now informs us that provision has been made on such a scale, that a copy will be sent free to any reader of the National Printer-Journalist who makes application to him for the same. Address Walter Williams, School of Journalism, Columbia, Mo.

* * *

The December, 1912, issue of The Linotype is a very handsome, complete and useful number of thirty-two pages. It contains an index for the past year, Vol. VIII, January, 1912, to December, 1912, inclusive. One valuable feature of this issue is the "Daily Time Ticket for Linotypes," containing full explanation as to its advantageous features and use.

NEW GOLD CAMP TO RIVAL CRIPPLE CREEK AMONG THE POSSIBILITIES IN COLORADO

Denver, Colo. Nov. 27.—A quiet tip is being passed around among the mining men of the Cripple Creek district that a new field, similar in character to that locality, was located late this fall by a Cripple Creek miner six miles from Platoro, an old, abandoned mining camp of prominence some twenty-five years ago but little heard of since then. The mines are situated in the northwest corner of Conejos county and are forty-five miles from Monte Vista, Colorado, the nearest railroad station, on the Denver & Rio Grande.

A representative of the American Smelting & Refining Company and many of the larger Cripple Creek mine owners entered the field in September and remained until snow shut off all locating and development work, the altitude of the camp being 9,000 feet. A great rush of miners from Cripple Creek and other mining districts will begin as soon as the opening of spring permits.

The members of the National Press Association can go to the next convention provided with all appliances and equipments, with the hope of bringing back with them stores of the precious metal.

* * *

"THE BEST PUBLICATION OF ITS KIND IN THE COUNTRY"

Kind Words From Congressman Ashbrook

HOUSE OF REPRESENTATIVES, U. S.
Committee on Expenditures in the Post Office Department
Washington, D. C.. Dec. 16, 1912.

Hon. B. B. Herbert,
Editor, National Printer-Journalist,
Chicago, Ills.

Dear Mr. Herbert:

I have just finished reading the December issue of your most excellent magazine. When I read the splendid tributes from your friends, my conscience pricked that I had failed to do likewise. It was brought to my attention a month or more ago that you were about to reach the twenty-fifth anniversary of your publication of the National Printer-Journalist, and I intended fully at the time to write you, but the clamor of hungry job seekers have so haunted my dreams that many things have been neglected. I hope you will accept at this late day my hearty and sincere good wishes and congratulations. I have known you and read the National Printer-Journalist for over fifteen years, and you may consider me a life subscriber. I so enroll myself not alone because of its excellence, and I consider it the best publication of its kind in the country, but because of my high personal regard for you and a deep sense of debt to you. I shall never cease to appreciate your many kindnesses when I was the corresponding secretary of the dear old N. E. A. Your kindness of heart, wisdom and counsel made impressions on me that the lapse of years does not dim or efface. When I read in the Printer-Journalist each month of the success or sorrow of my old newspaper friends, my heart responds in joy or sympathy and I should regret exceedingly to be deprived of such a medium. Brother Herbert, no one could know you intimately and not love and admire you, and wish you and yours years yet of health, happiness and prosperity, and none more fully than the writer.

Very sincerely,
WILLIAM A. ASHBROOK.

"Just Drifting"

Editor Hotaling of Minnesota in the Pulpit

In our view, any man who is worthy of being an editor is entirely worthy to occupy a place in a pulpit. We believe, too, that pulpits would frequently be made more practically useful by occasionally asking the editors of home papers, who are in close touch with the people, to expound truths therefrom.

The Argus-Leader of Sioux Falls, S. D., thought so well of a sermon by Editor H. C. Hotaling of Mapleton, Minn., as to print the same in full in its issue of December 20. The sermon was delivered at the invitation of the Pastor, Rev. Arthur G. Young, in the Mapleton Congregational church. In a preface to the sermon, the Argus-Leader gave the article a four-deck heading and prefaced the sermon with the following among other remarks:

> The attendance was very large when Editor Hotaling spoke, and he took for his topic "Just Drifting."
>
> Mr. Hotaling is one of the best known editors of the state and was at one time member of the executive committee of the National Editorial Association, and his newspaper has a large circulation in this section of the state. And while he is not a church member himself, his sympathy has always been with all influences that help community life, and he always has been a supporter of religious work. For these reasons his appearance in the pulpit was an unusual event that called together people of all creeds and no creeds to hear what he had to say.

Naturally "the attendance was large" and here is where one advantage came to the church and the congregation.

Editor Hotaling took for the text for his talk:

> "Therefore we ought to give the more earnest heed to the things which we have heard, lest at any time we should let them slip," or as the revised version puts it: "lest we should let them drift." Twentieth chapter Hebrews, first verse.
>
> This epistle written by St. Paul deals with the dominion of the world given unto Christ and is a warning that has been heralded down all the ages, yet has not been heeded to the extent which might have been expected, considering its importance to humanity. In our prosperity we forget that we have obligations to those about us, that we are in reality our brother's keeper, but in the onward rush for the almighty dollar we become selfish, narrow and contracted. We are in reality in many respects like the ship without a rudder and the mariner without a compass. Whither are we drifting and why do we fail to earnestly heed the welfare of our fellowman?

The sermon was full of thoughts appropriate to all the people and emphatically so to editors and printers, who have double responsibilities to their communities. He interpreted Christianity or true religion to mean:

> To put sunlight into the homes of the poor, to bring some comfort to the eyes that weep, to give some deliverance to men who are in servitude to drudgery and toil, to give some light to the ignorant and to give some freedom and justice to government.
>
> The one creed that appeals to humanity is that of doing something to lighten the load of toil and point out the life that will yield the best returns in happiness.

The editor-preacher closed with the following words and lines:

> There is no excuse for any one going through life, drifting along like the fleecy clouds in the sky with seemingly not a care, or slip-shod like the slovenly toper who moves along the street with shoes and ambition down at the heel, for
>
> 'Tis the hand you clasp with honest grasp
> That gives you a hearty thrill.
> 'Tis the good you pour in other lives
> That comes back your own to fill.
> 'Tis the dregs you drain from another's cup
> That make your own seem sweet.
> And the hours you give to your brother man
> That makes your own life complete.
> 'Tis the burden you help another bear
> That make your own seem light;
> 'Tis the danger seen for another's feet
> That shows you the path to right;
> 'Tis the good you do each passing day
> With a heart sincere and true
> That brings best returns to you.
>
> Therefore we ought to give the more earnest heed to the things which we have heard lest at any time we should let them drift.

* * *

Matured Journalism

(The Engraver and Electrotyper, January 2, 1913)

Wisdom cometh with age say the philosophers. The tongue of the wise is health said Solomon; there were no newspapers in those days, or else he might have said that the pen of the experienced editor is the wisest.

The accompanying portraits represent an editor who has done his own editing and conducted his own periodical for a full quarter of a century. And that space of time at the pace of literary products during that period is a unique record; and more editorial life has been put into the Printer-Journalist in its twenty-five years, in order to keep its prominent place in the front of the procession, than by hardly any editor in other periods, or than many working under different conditions in the same period.

Colonel Herbert drifted into the harness of this, his life's calling. He did not seek it; but it came to him in such ways that he could no more avoid it than the preacher of Nineveh could sidestep his special calling. In response to enquiry how he picked up the yoke and got into the harness Editor Herbert says:

"The National Printer-Journalist was established through the founding of the National Editorial Association. As president of the Minnesota Editorial Association, I conceived the idea of getting different state organizations together for mutual improvement. After the National organization was formed I found out that there was no paper devoted to the newspaper organization and hence recommended in my address at the convention in Cincinnati in 1886 the founding of such a publication.

"A gentleman from St. Louis, Mo., agreed to undertake the work, but, unfortunately, died during the year and at the meeting of the Association in Denver in 1887, I was requested to undertake the enterprise for the good of the association and the newspapers of the country. The only inspiration was a desire to benefit the fraternity, as I was an enthusiastic newspaper and Association man."

Photo-Engraving had come ahead of the Printer-Journalist, and in its initial number the following ads of engravers appeared: William Shea, Chicago; C. A. Nicoli, Indianapolis; Moss Engraving Company, New York; Carl Schraubstadter, Jr., St. Louis; Crosscup & West, New York. Process has developed wonderfully in various directions since then.

A happy New Year, Colonel. May 1913 be a most prosperous year to you all.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

4618 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT . EDITOR AND PUBLISHER
B. S. HERBERT, - ASSOCIATE EDITOR AND ASS'T MANAGER
WM. E. HERBERT, - SUPT. OF MECHANICAL DEPARTMENT

Official Paper of the National Editorial Association

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance.

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union, 10s. 6d.

CHICAGO, JANUARY, 1913

As indicated in our article on the "Spirit of the New Year," to our view, the two allied callings of newspaper making and printing were never in more promising condition than at present. It shall be our endeavor to aid, as far as possible, in the great advances that are being made.

While the great value of instruction in methods and ways, in cost finding, in all branches of office management, in skill and the knowing and mastery of the most perfect typography must not tbe undervalued, yet above these, and as a means of highest success, we must rank efficiency, and a high spirit of service and a live, loyal interest and pride in the work. Our endeavors will be especially to promote these. The articles presented from month to month on efficiency will be found especially and increasingly valuable.

To present matters that will be practical and convincing, a series of prizes have been offered, and the result has been that there are now in hand many of the best thoughts and methods that can be presented. Mr. Barnes, who has this department in charge, is a practical, working superintendent in a printing office, and has such an understanding of efficient management, and such close relationship with most efficient managers, as make his articles of highest intrinsic value, but he desires and asks the hearty co-operation of all who have given the matter of efficiency consideration. Let every one help him and this publication and themselves and all other progressive printers, to place the calling in the position of highly productive and superior earning power that will result in giving the craft the high position that its importance deserves. A mutual exchange of views, thoughts, theories and actual working experiences and accomplishments will help us as nothing else can help, and will bring to each the full reward.

Men prize and honor the callings of life — from the very objects, necessities and conditions through which all pursuits commend themselves — by their productiveness and earnings. Men speak well of each other when they do well for themselves, for their vocations, for those whom they employ and whom they serve, as well as for the community or general public. Efficiency injures no one — greater and better production does not decrease but does increase employment. Man's demands more than keep pace with increased and improved production. This has been wonderfully demonstrated in printing and newspaper making.

The uses and demands for printing and newspapers have increased a hundred fold, and, with all the improvements of methods and machinery, ten fold more printers and newspaper makers are employed in proportion to the population than were employed fifty years ago, and they receive greater pay, have pleasanter surroundings in their work and enjoy greater honor.

Do not let any printer imagine that efficiency will crowd out of employment any one who is worthy and desires work that will give zest to life. Improvements that have been made and all the wonderful machinery, increasing the output for each worker from four to six fold and in many cases even more than this, have only increased the demand for more work, and added to the better conditions and better pay of workers.

Printing now stands sixth among the industries, and it can be raised to the fifth place during 1913, through increased efficiency and improved output, intelligently sold at thoroughly ascertained and liberally remunerative prices.

To be a worthy, efficient, fully equipped printer or newspaper worker, is to be greater, in all that tends to usefulness and to all that helps and endures, than to serve in any public office. Nothing but the highest possible efficiency should satisfy any worker in either of these callings. Let us then be true to these high callings, and live with new spirit, new interest and new incentives.

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Just as we completed the above, we picked up a copy of the December number of Cottrell's Magazine, — a little house organ that is worth while and that always contains many things that are wise and inspiring. The first line that caught our eyes was "Contentment Is Laziness," that is certainly true when "contentment" means satisfaction with past attainments or listlessness and a disregard of the possibilities of greater attainments or accomplishments in our work. True contentment comes from steady, hopeful progress, and a looking to better things that are daily made possible through all that has been attained.

✣ ✣ ✣

Management, backed by brains, conscience, knowledge, regard for all and for their rights and well being; by justice, a good understanding, with a liberal mixture of zeal, and a desire for reaching the highest and best ends, is the need of the present day, and is coming to be recognized as such in all branches of the industries as well as by municipalities. One city, at least, has advertised for a manager, and every city needs one rather than a mayor or aldermen. There must be a planning, managing head, ready to take counsel, to be sure, but responsible for direction, in every newspaper and printing office.

Men should be chosen and trained for responsible positions and should fully realize their great opportunity and responsibility. A manager is not to be a "boss" in any offensive or narrow meaning of that term, but a wise counselor, who yet has in view all requirements and possibilities of the busiiness and understands all needs and conditions. Too little of real, systematic planning, of laying out of work and of directing by a workable system, have been the causes of failure or lack of proper accomplishment in most newspaper and printing offices.

Even if a man is working alone, he should plan and lay out his work in advance, should know the possibilities of accomplishment, what demands he may assume and when and how he can meet these demands. When a number of men are employed, the necessity for planning so that each may do the work for which he is best fitted, in the manner and at the most advantageous time, becomes a hundred fold more important. Planning and intelligent management mean harmony in all the work and most economic, speedy, worthy and profitable accomplishment.

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Editor Eugene L'Hote printed his Christmas issue of the Milford, Ill., Herald, December 12, on extra quality, machine finished, white book paper. This permitted the perfect showing of the halftone illustrations.

The border of the first cover page was artistically made up of the portraits of fifty-four Milford babies or, as the editor terms them, "Milford's brightest and best future citizens."

The center or body of the page was formed by a grouping of wonderfully attractive "snap shots" of scenes in the parks and play grounds, of the homes, the street, the drives and of the country roads; of the river, and on the farms of the surrounding region. The result was a picture mosaic, all of views, full of life and beauty, showing that Milford is unsurpassed in scenic loveliness and possessed of a joyous people, who live much out of doors and join with the young folks and children in festive occasions, wholesome plays and sports. The accomplishment seems a difficult task, but it is to be presumed that it was the result of forethought and of taking photographic views throughout the year, including many of the different outdoor celebrations and festive occasions.

It is a demonstration and proof that it pays to look ahead in newspaper making and to be unsparing in careful planning and the working for worthy accomplishment. This number of the paper is worthy of being preserved as a work of art in illustration and typography.

The ad composition is of the highest quality of excellence as is everything else connected with the paper, not excepting the exceptionally good press work. It is a home-made, home paper, and is distinctively original and unique. It reflects credit on everything pertaining to the city, the people, the homes, the beautiful tree-bordered streets, the parks, the schools and other public institutions. It ought to be an incentive and an inspiration to other home newspaper makers in the State and Nation to do like worthy work and to seek like peerless accomplishment.

✣ ✣ ✣

"The Story of Chicago in Connection with the Printing Press" from the Regan Printing House, Chicago, is one of the prized publications of the closing days of 1912. It is delightfully gotten up, and the typography, press work and finish are all that could be asked. The following lines on the title page happily indicate the book's object and character:

E're in time 'tis lost and memory fail to trail,
We'll by the printing art, ourselves on record place;
That to future ages and our children may be known,
How from small beginnings the printing art has
grown.

The work is dedicated to Mrs. Nellie Kinze Gordon, the oldest native of Chicago and her portrait furnishes the handsome and appropriate frontispiece. The illustrations are in half tone and appropriate to the text, and the most noted buildings are shown. "Chicago's Great Printing Center" receives proper attention and brief, interesting sketches are given of the "Old Job Printers." Chicago periodicals and publications are given proper notice and explanation as to character, whether news, literary, trade or professional with names of editors, publishers, etc. It will be found useful for reference as well as information.

That New Year's Spirit

The New Conditions, the Wider Opportunities

THE beginning of a New Year should give new impulse and interest to every normal human being. The year that has just passed has been filled with great advances and wonderful accomplishments, but these will avail but little unless they act as incentives to new ambitions and hopes for the year ahead. We do not live in the past and cannot live over the months that have gone, but by their lessons and achievements we can make each year more glorious.

Never in the history of printing, nor in that of newspaper and periodical publishing, have there been greater attainments.

It is a real joy and inspiration to think that a new year has opened with all the opportunities to improve by all that the past twelve months have given in the way of better methods, scientific management, accurate accounting, cost finding, and many improved ways of artistic production and in the better understanding of the principles and utilities of harmony, and in all the appliances and means necessary to effective and rapid production.

Typefounders, engravers, ink and paper makers, inventors, machinists, the manufacturers of presses, of composing machines, and of all else that pertains to the graphic arts in every branch, have worked intelligently and successfully for the meeting of all possible demands of better and greater accomplishment. Dealers, manufacturers and the general public never before have been so widely, thoroughly and intelligently informed as to the uses of printed matter, and of advertising space in publications.

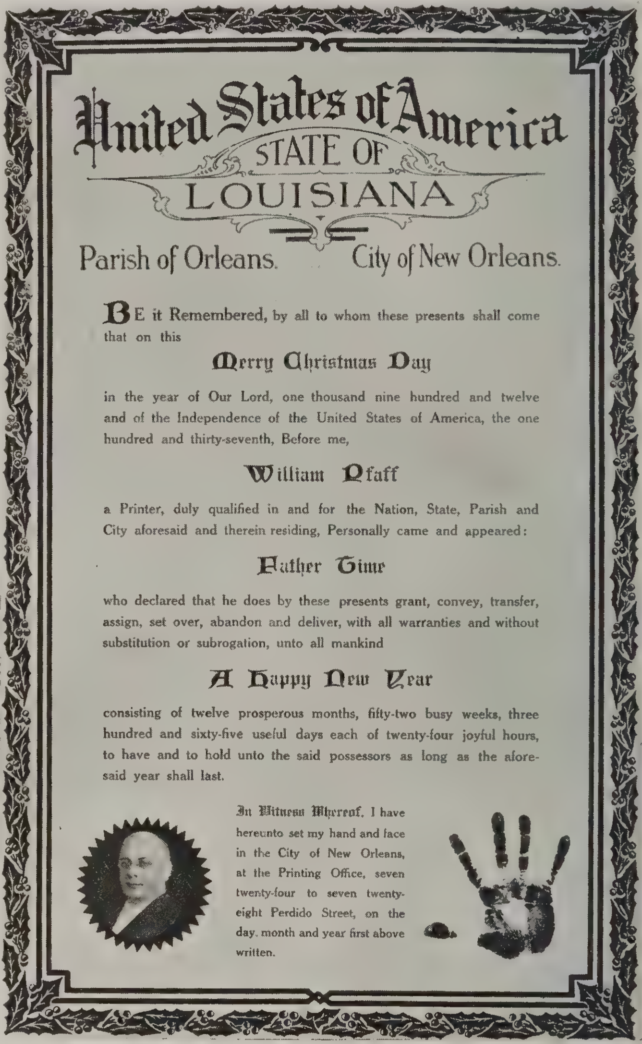
A campaign of education has been carried on that cannot fail to result in great benefit to all departments of these two crafts.

Above all else, a new, living spirit has come into these callings; there is less of hum-drum, dull routine, and working in the grooves or ruts of the past, and more of joyous, intellectual activity than at any former period.

The better directed enterprise, and wonderful activity and unsurpassed prosperity in all lines of human effort; in the arts, in all the industries and commerce as well as in the benevolences, the humanities and in the effort for better government and the securing of equal and the highest possible opportunities for each and every one, combined with the increasing desire to know and to do, have opened broader and more productive fields for printers, editors and publishers, and have brought to them — when worthy and up to the earnest, active progressive spirit of the times — higher respect and greater remuneration.

There has entered into these callings — that have so much to do with all the affairs of men — more enlightened, broader views, more useful and intelligent progress, improved practical and effective economics, and greater accomplishments, with justice, right, truth and service as the wise controlling principles.

After all, while knowledge and skill with the best appliances or means, are essential to success, it is the spirit, the intelligent, joyous zeal and understanding, that tell most for these callings, above all the requirements of most other callings.



United States of America
STATE OF
LOUISIANA

Parish of Orleans. City of New Orleans.

BE it Remembered, by all to whom these presents shall come that on this

Merry Christmas Day

in the year of Our Lord, one thousand nine hundred and twelve and of the Independence of the United States of America, the one hundred and thirty-seventh, Before me,

William Pfaff

a Printer, duly qualified in and for the Nation, State, Parish and City aforesaid and therein residing, Personally came and appeared:

Father Time

who declared that he does by these presents grant, convey, transfer, assign, set over, abandon and deliver, with all warranties and without substitution or subrogation, unto all mankind

A Happy New Year

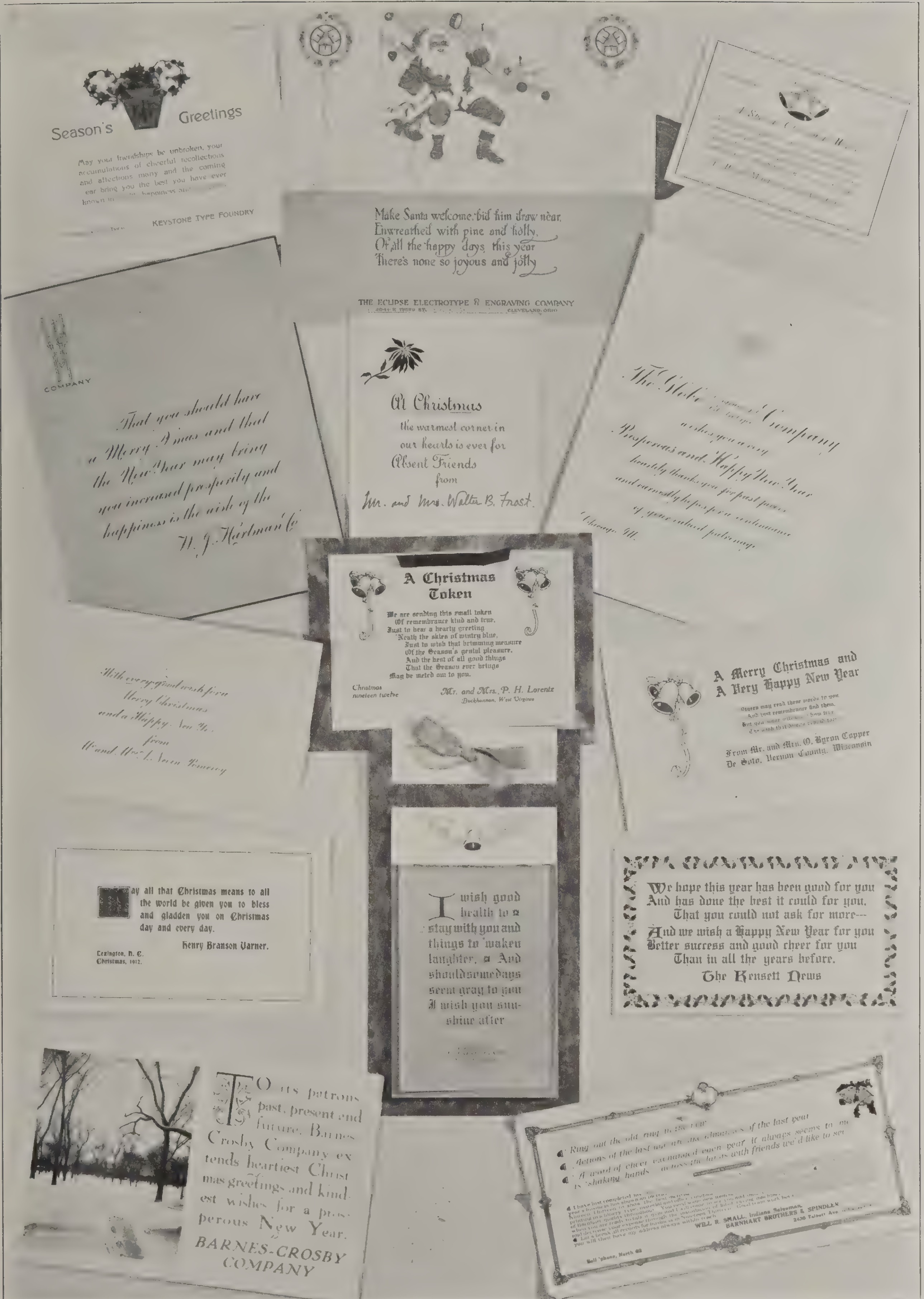
consisting of twelve prosperous months, fifty-two busy weeks, three hundred and sixty-five useful days each of twenty-four joyful hours, to have and to hold unto the said possessors as long as the aforesaid year shall last.

In Witness Whereof, I have hereunto set my hand and face in the City of New Orleans, at the Printing Office, seven twenty-four to seven twenty-eight Perdido Street, on the day, month and year first above written.

William Pfaff's Proclamation of Useful and Joyful Hours

With an interested zeal and understanding, all available knowledge will be sought and all the necessary skill and most effective appliances will be secured. Increased interest in these callings and in every detail thereof, with clear, working, practical views of the correct systems to be followed and the ends to be reached, will bring greater joys and successes for the twelve months to come than have ever been experienced during any twelve months that have passed.

Greater service and more adequate rewards are now possible. The greater and more intelligent



Season's Greetings

May your friendships be unbroken, your accumulations of cheerful recollections and affections many and the coming year bring you the best you have ever known in [illegible] happiness and [illegible]

KEYSTONE TYPE FOUNDRY

Make Santa welcome; bid him draw near,
Enwreathed with pine and holly,
Of all the happy days, this year
There's none so joyous and jolly

THE ECLIPSE ELECTROTYPE & ENGRAVING COMPANY
CLEVELAND, OHIO

COMPANY

That you should have a Merry Xmas and that the New Year may bring you increased prosperity and happiness is the wish of the W. J. Hartman Co.

At Christmas
the warmest corner in
our hearts is ever for
Absent Friends
from
Mr. and Mrs. Walter B. Frost.

The Globe [illegible] Company wishes you a very Prosperous and Happy New Year heartily thanks you for past favors and earnestly hopes for a continuance of your valued patronage.
Chicago, Ill.

A Christmas
Token

We are sending this small token
Of remembrance kind and true,
Just to bear a hearty greeting
'Neath the skies of wintry blue,
Just to wish that brimming measure
Of the Season's genial pleasure,
And the best of all good things
That the Season ever brings
May be meted out to you.

Christmas
nineteen twelve

Mr. and Mrs. P. H. Lorentz
Buckhannon, West Virginia

With every good wish for a Merry Christmas and a Happy New Year
from
Mr. and Mrs. [illegible] Pomeroy

A Merry Christmas and
A Very Happy New Year

Others may read these words to you,
And just remembrance find them,
[illegible]

From Mr. and Mrs. O. Byron Copper
De Soto, Vernon County, Wisconsin

May all that Christmas means to all the world be given you to bless and gladden you on Christmas day and every day.

Henry Branson Varner.

Lexington, N. C.
Christmas, 1912.

I wish good health to stay with you and things to waken laughter. And should some days seem gray to you I wish you sunshine after

We hope this year has been good for you
And has done the best it could for you,
That you could not ask for more---
And we wish a Happy New Year for you
Better success and good cheer for you
Than in all the years before.
The Kensett News

TO its patrons past, present and future, Barnes-Crosby Company extends heartiest Christmas greetings and kindest wishes for a prosperous New Year.

BARNES-CROSBY
COMPANY

Ring out the old, ring in the new
[illegible] of the last year
A word of cheer exchanged each year it always seems to me
is "shaking hands" across the lines with friends we'd like to see

WILL R. SMALL, Indiana Salesman,
BARNHART BROTHERS & SPINDLER
2436 Talbott Ave.

Bell 'phone, North 60

A Few Holiday Greetings Selected at Random From the Editor's Mail—The Editor Reciprocates All Good Wills and Wishes Prosperity and a Joyous Year to these and All other Readers of the National Printer-Journalist.

the service the purer, the higher and the more enduring will be the pleasure in work and the greater and the more satisfying and worthy the glory, the good-will, the high esteem and gratitude of those who have been usefully served and all who may enjoy the collateral or inherited benefits of such service, which must, in the very nature of things, be immortal and ever widening in results.

President-elect Wilson is wise, just and patriotic in his declaration that only service will receive recognition in his administration. May the God who guided and protected the Fathers of the Republic in their struggles for liberty, and the establishing of a free Nation "of the people, by the people and for the people," enable President Wilson to withstand the manipulations of partizan bosses and corruptionists, who barter the offices of the people to corrupt public service and to pay their henchmen and to put or keep themselves in place and power, and enable him to keep all his good resolutions.

Government, or the administrators thereof, can do very little toward the promotion of business or increasing the welfare of the people, and there is every reason to hope that the incoming administration will be kept from doing anything to interfere with business or welfare of the people who are striving for worthy accomplishments.

Service without spirit or loyalty, without determination to give full value and all that is demanded or that is within one, is of little merit or value, and will not build up a business, or save a nation from degradation and ruin, and, certainly deserves no recognition. Mere place holders must be driven out of public life and certainly there is no place for such loafers in the newspaper or printing callings.

It is not only wise but a duty that is owed to himself, his employes, his family and his calling, for every man, at the beginning of the year to take stock of his affairs, his business methods, of his equipment and buildings, and see to it, not only how he stands as to earnings, but as to means of worthily carrying forward his work for profit to himself and the efficiency and comfort of all employed therein.

Every man should know as to all that may need replacing, of better types, machinery, or appliances, but, above all, he should know of the spirit or lack of spirit, the interest or want of interest that prevails in his establishment. He should magnify his calling and have all under him to feel an intelligent zeal and pride in the work and a desire to render the best possible service or quit the business.

The head of a business is its greatest asset and it is obligatory upon every one who has assumed the weighty responsibility of conducting a business on which the welfare of himself, his family, his employes, his patrons and even his community, largely depends, to take stock of himself at the beginning of this year and be sure that he is fully equipped for his job, with both heart and hand in the work. The interest or enthusiasm of the head of an establishment counts for very much. Interest naturally leads to the creating of interest — it is all-pervading.

It is necessary to know that the heads of departments are in harmony and then to study methods to create an esprit de corps between all departments and all workmen, loyalty to the establishment and all connected therewith and a zeal for the success of the business and a pride in the output and in the reputation of the establishment.

An article in the Saturday Evening Post of Philadelphia, issue of December 28th, contains many valuable truths along these lines under the title of "Interest — The Business Mainspring" that deserves special study. Among the methods named are "Making the Work Attractive;" "Efficiency Through Rivalry," that is, rivalry among workers which must be handled with great discretion; "The Appeal of Self Interest," mostly through the pay envelope and through the sure hope of recognition and promotion. There are other methods, as good comradeship, personal interest in each worker, organization, social occasions, banquets, library, reading room, gymnasium, entertainment and many other things that will tend to make the workers a unit. Good-will and real human regard, sympathy and real desires to benefit and improve each and all the workers are good things or manifestations with which to begin the New Year.

Starting with the right spirit, a proper equipment and a loyal, interested force, next comes the consideration of all the ways and possibilities of pleasing and rendering service to patrons or prospective patrons. Here comes in all the benefits and uses of excellence in production, both as to art and substance. Then the adaptation of all to the highest interest and benefit of customers.

In the commercial printing as well as in the modern newspaper, the opportunities of helpful service are almost unlimited. To give the news is the mission of the press, but how all embracing is the word "news." It covers everything of which the people desire to be informed for their pleasure, profit, enlightenment and well-being from day to day, but the modern newspaper does not stop at what may be strictly classed as news. All knowledge that may prove of immediate pleasure or benefit is included.

The Chicago Daily Tribune, with all its great success, is an excellent example. The Tribune of January 1st, in speaking of its circulation that is now at the highest point in sixty-five years, and of its great advertising patronage that showed a gain over the previous year of over 1657 columns, sixty-seven per cent greater than any other Chicago paper, and more than that of the leading paper of New York City, states:

> During the year 1912 The Tribune has given to its readers 11,374 pages, composed of news, features, pictures and advertising. Each issue of The Sunday Tribune alone has contained the equivalent of three standard size monthly magazines. All this has been available to Chicago people at a penny a day and five cents on Sunday.
>
> It would be idle to attempt statistics covering the nature of what has been printed in The Tribune's news, editorial and feature columns during the past year. The achievement of which we are most proud of is the increase of THE TRIBUNE'S PERSONAL SERVICE TO ITS READERS.

It would profit every newspaper maker to study The Chicago Daily Tribune, to ascertain in what and of what this "personal service" consists, and to determine just how far such service may be adaptable to his own publication. The fact is that not only are all the commercial, industrial, educational, benevolent, governmental and sanitary interests of Chicago subserved by The Tribune but private rights are guarded by a legal department; wrongs righted through a "Friend of the People" department, bodily health protected and the way to cure bodily ills given in a health department; ways to earn money and secure success in a Workers' Magazine, and women are aided toward health and beauty and all the ways of women's household work and in other accomplishments, by wise and skillful advisors. And this is not all. There can be no better or more profitable employment for editors, printers and publishers than to study during the first month of 1913 all the ways, opportunities and possibilities of helpful service for readers, patrons and advertisers.

Service is what deserves and receives recognition in newspaper making and printing and there is no nobler or grander way to success and honor.

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MINUTES OF THIRD CONFERENCE OF TEACHERS OF JOURNALISM

The following committees met in the rose room of Hotel Sherman at ten a. m., Saturday, November 30, 1912: Committee on Permanent Organization, Chairman, Talcott Williams, Columbia; M. W. Scott, Illinois; N. W. Barnes, De Pauw; Nominating Committee, Chairman, Merle Thorpe, Kansas; Frank L. Blanchard, New York City; Rev. J. E. Copus, Marquette; Committee on Time and Place of Next Meeting, Chairman, Charles Dillon, Kansas Agricultural College; Grant M. Hyde, Wisconsin; R. W. Neal, Massachusetts Agricultural College.

Delegates inspected the plant of the Western Newspaper Union with John B. Gairing, editor of the Publishers' Auxiliary, as guide, at noon.

The conference was called to order in the rose room of Hotel Sherman at 2:30 p .m, Saturday, November 30, by Chairman F. N. Scott, Michigan.

The Committee on a Constitution for Permanent Organization, through its Chairman, Talcott Williams, Columbia, made the following report:

Article 1. This association shall be called the American Conference of Teachers of Journalism.

Article 2. The object of this conference shall be to hold an annual conference of those interested in the teaching of journalism, where opportunity shall be offered for hearing papers on the subjects and for discussing them; and to collect statistics relating to schools, courses, and teachings in journalism.

Article 3. The officers of this conference shall be a president, a vice-president, a secretary-treasurer, and an executive committee consisting of these officers and two additional members elected at the same time.

Article 4. These officers shall be elected by ballot at the close of each annual meeting of the conference. All other business of the conference shall be conducted by the executive committee which shall have power to bring any business before the conference for its action.

On motion the constitution was adopted as reported above.

A paper on "Technical Instruction in Journalism" was read by Talcott Williams and was discussed by Charles Dillon, N. W. Barnes, F. L. Blanchard, J. W. Cunliffe, George Miller, and James Keeley.

Charles Dillon, Kansas Agricultural College, as chairman of the Committee on Time and Place of Meeting, reported the choice of the University of Wisconsin and November 28-29, 1913, as the date for the next meeting. J. W. Cunliffe, Columbia, invited the conference to meet at the Pulitzer school next year. The report of the committee was adopted as presented.

"The Candle"

"Old Comrades"
1860, Left to right· Sitting: Bushrod W. Woodruff, Charles N. Pease A. O. Bunnell, Harold Fitch; Standing: Kelsey Sanders, Daniel Carpenter

Past President A. O. Bunnell and His Printer Companions of Fifty-Two Years Ago.—See Page 40.

The Committee on Co-operation in Securing Lecturers presented a plan for the establishment of a lecture bureau through which college and universities could secure editors, writers, and publishers as special lecturers for the students in the courses in journalism. The report was approved and referred to the executive committee.

The Nominating Committee presented the following nominations and on motion seconded and carried, the secretary was instructed to cast a unanimous ballot for them as follows: president, W. G. Bleyer, Wisconsin; vice-president, J. M. Lee, New York University; secretary-treasurer, H. T. Harrington, Ohio State College; additional members of Executive Committee, Talcott Williams, Columbia, and F. W. Scott, Illinois.

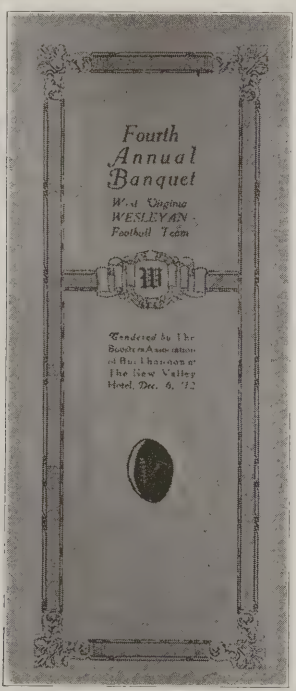
At the meeting in the evening at 7:30 o'clock, F. L. Martin of Missouri, read statistics compiled by Walter Williams, Missouri, and it was voted to express to Dean Williams the appreciation of the conference for his compilation, which was referred to the Executive Committee.

Practical experience for journalism students was discussed by Merle Thorpe, J. W. Piercy, F. W. Scott, and others.

REVIEW OF JOB PRINTING

Address All Communications to Leon H. McNeil, 400 W. Washington Street, Findlay, Ohio

P. H. Lorentz, Buckhannon, W. Va.— Cover page of football banquet program would have been improved by omitting the heavy gray border in tint, thereby allowing more space for the type matter. In an attempt to carry out the squared style of composition, it was necessary to do some uneven letter-spacing, which always gives an uneven tone to a printed page. Omitting the tint border as suggested would have allowed setting the type matter at the top in a larger size; and by discarding the cross section near the center, placing the cut of football in its place, carrying the smaller type lines nearer the bottom of the form, using the inverted pyramid style for both groups, a more pleasing page would have been the result. As it now stands the border somewhat detracts from the reading matter. Stock selected for cover should have been of a color that would carry more of a suggestion of gaiety. Inside pages are well composed, and the crowded appearance of the second page would have been relieved by running one-half of this matter on first page, carrying roster to fourth page. Typographically the Knight-Errant bill heading is your best specimen. On the Glee Club folder the outside border should not have been heavier in tone than the Cheltenham face used. Inside pages are well arranged, and along somewhat original lines. Paul Smith heading is unique in design, but undue prominence is given Mr. Smith's name. Since he is a representative of Mr. and Mrs. Eldridge, as lyceum entertainers, the names of the latter and their accomplishments should be featured rather than the name of their representative, Mr. Smith. Mr. Lorentz is doing some excellent work with the Knight-Errant Company, and his more recent work shows a tendency toward simplicity in type arrangements, and the above remarks are given more in the spirit of suggestion rather than criticism.


Fourth
Annual
Banquet
West Virginia
WESLEYAN
Football Team

W

Tendered by The
Boosters Association
of Buckhannon at
The New Valley
Hotel, Dec. 6, '12

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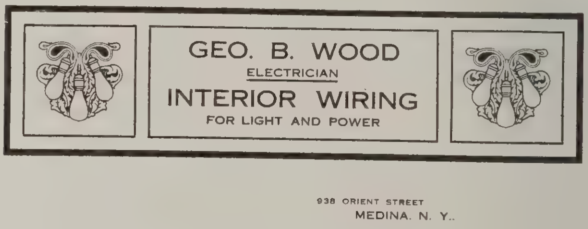
Percy H. Krompart, Medina, N. J., states in his letter that this is his initial contribution to this department, his specimens consisting of two letterheads and an envelope card. The George E. Wood heading is arranged in the familiar panel style employed on headings of this character. The whole design is given too severe a treatment, and has the appearance of making the design fit the ornaments, rather than the ornaments fit the design. The ornaments as far as being appropriate, are well selected, and the heading would have been improved by omitting the panels and printing the ornaments in a blue tint. Envelope card, though necessarily smaller, is arranged similar to the letterhead, therefore the above comments apply to the same. Mr. Krompart's own heading would have been improved by omitting the rule at top and under firm name.


GEO. B. WOOD
ELECTRICIAN
INTERIOR WIRING
FOR LIGHT AND POWER

938 ORIENT STREET
MEDINA, N. Y.

✣ ✣ ✣

Axel E. Sahlin, East Aurora, N. Y.— It must indeed be gratifying and encouraging to Mr. Sahlin in the success he has attained since his setting foot in the "land of the free and the home of the brave," coming less than three years ago from Lund, Sweden. Since entering the services of the

Roycrofters at East Aurora, Mr. Sahlin has, by his excellent work, received the highest praise in all the trade journals and has shown American typographers a "few things" in the way of winning prizes in typographical contests. Mr. Sahlin takes a keen interest in all matters pertaining to printing, and has long since solved the problems of what Americans call good typography.

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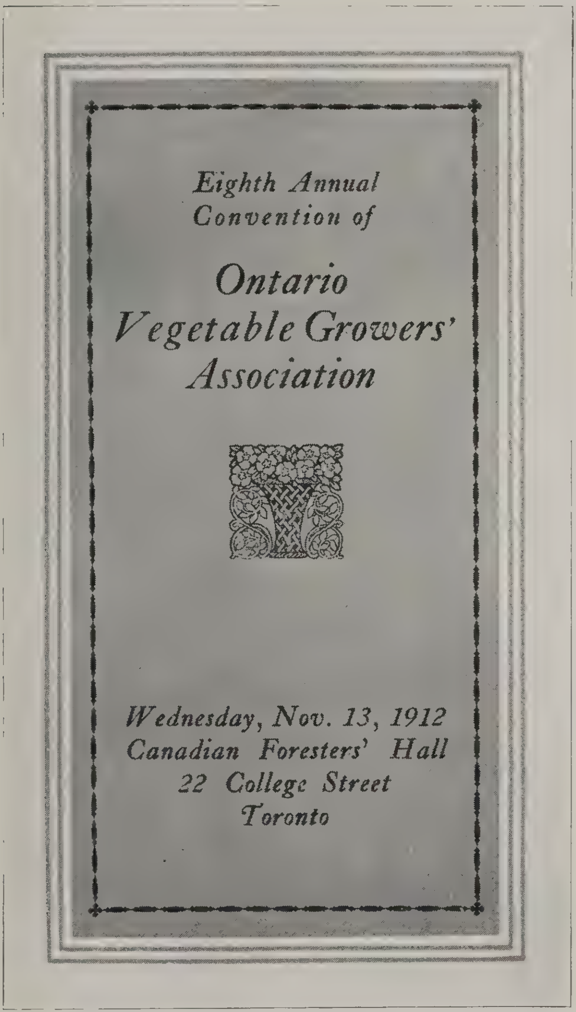
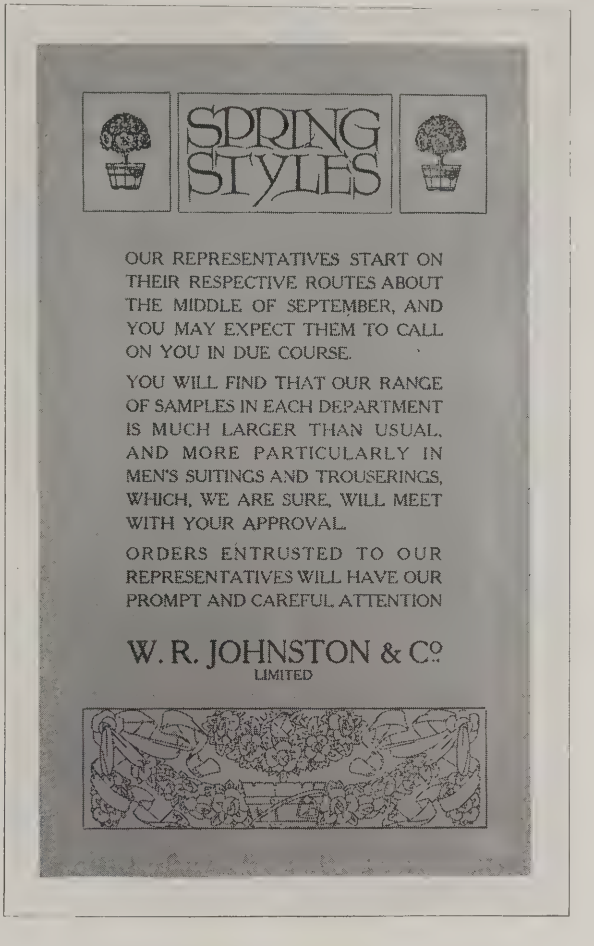
Ernest E. Adams, Toronto, Canada.— It has been said, "To make a piece of printing good enough to keep is no small task. Those who are able to accomplish the work are few. They are sought for and they make their own prices." Upon examining some recent specimens from Mr. Adams, it is evident that he has solved the problem referred to in the above quotation. A four page program for the Ontario Vegetable Growers' Association, printed in brown over a delicate tint, on antique stock, is indeed a specimen to be kept. Title page, shown herewith, composed in italic, is unusual, and pages following, containing a large amount of matter, that would have been the despair of a less competent designer, are in keeping with the artistic title page. W. R. Johnston announcement is another well-handled piece of work that is arranged in a style that suggests dignity and refinement, the Cheltenham caps giving same a formal and classic tone. Announcement is on buff antique stock, printing in brown over buff tint. We reproduce the two specimens for the excellent suggestions they contain for the typographer.



Eighth Annual
Convention of

Ontario
Vegetable Growers'
Association

Wednesday, Nov. 13, 1912
Canadian Foresters' Hall
22 College Street
Toronto



SPRING
STYLES

OUR REPRESENTATIVES START ON THEIR RESPECTIVE ROUTES ABOUT THE MIDDLE OF SEPTEMBER, AND YOU MAY EXPECT THEM TO CALL ON YOU IN DUE COURSE.

YOU WILL FIND THAT OUR RANGE OF SAMPLES IN EACH DEPARTMENT IS MUCH LARGER THAN USUAL, AND MORE PARTICULARLY IN MEN'S SUITINGS AND TROUSERINGS, WHICH, WE ARE SURE, WILL MEET WITH YOUR APPROVAL.

ORDERS ENTRUSTED TO OUR REPRESENTATIVES WILL HAVE OUR PROMPT AND CAREFUL ATTENTION

W. R. JOHNSTON & Co
LIMITED

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The Altasista Printing Company, Altasista, Va., forward two letterheads for criticism and state that "We believe they are not only good specimens of work, but with original and unique features." The original and unique features referred to are possibly the printing of a map on the back of the heading, showing the field covered by the Journal, and the cut of a linotype at the bottom of the sheet. The heading is well arranged and compares very favorably with the average newspaper letterhead.

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J. L. Frazier, Lawrence, Kan.— Among a large collection of letterheads from Mr. Frazier, several are exceptionally well designed and printed. He is fortunate in having at his disposal a variety of type faces that are well selected. Several headings are in imitation of litho work. In arranging a theatrical letterhead, where most printers sacrifice legibility and harmony, this clever compositor keeps the design well within the bounds of good typography. We regret that the heading referred to is not well adapted to reproduction. However, we are showing herewith one of Mr. Frazier's specimens that will be of interest. A commendable feature of his letterheads is that they are free from obstructive ornaments, depending chiefly on appropriate type faces and plain rules to make his work effective.

EDWARD VANN, PRESIDENT JOHN McGILLIS VICE PRESIDENT FRED WAGNER, SECRETARY AND TREASURER

The Young Men's Christian Association
of Haskell Institute, Lawrence, Kansas

GEO. SHAWNEE, ADVISORY OFFICER

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Eskew Job Print, Portsmouth, Ohio — Gray stock is used by Mr. Eskew for his business stationery and advertising matter with pleasing results, same being printed in dark green and red. The paper and ink is usually what first impresses one in examining printed matter, and a more pleasing combination than the one selected by Mr. Eskew would be difficult to obtain. Bodini is used to excellent advantage on most of the specimens. Pleasing contrast is often obtained in one color by using different sizes of the same face. Some compositors have the erroneous idea that contrast must be striking to be harmonious. In examining the work of this excellent compositor one will find designs that are artistic, pleasing and dignified, because they are of excellent conception, well worked out and tones harmoniously blended.

PRINTING

THE SCIENCE OF ALL SCIENCES
THE ART OF ALL ARTS

It has opened the fair land of opportunity to the untold millions and destroyed the cruel monopoly of the few. Since its discovery and practical application, mankind has experienced more blessings, greater enlightenment, larger happiness, truer liberty, than had come to it with the blind gropings and voiceless aspirations of the countless centuries preceding

ESKEW JOB PRINT
RIGHT UP-TO-DATE PRINTING
PORTSMOUTH, OHIO

825 Third Street
'Phone Y-1338

✣ ✣ ✣

H. Emmet Green, El Dorado, Kan.— This name is the synonym of all that is good in printing. Mr. Green in a recent letter says that he "tries with all his heart and soul to make a pleasing piece of printing whenever the opportunity allows." All

I am all mouth and stomach.
Principally stomach.
I live in retirement under the desks of those with money to spend.
My appetite is large, and tho I am well fed I am always looking for more.
My ribs are of steel, wicker or rattan.
They need to be elastic to accommodate the meals stuffed into me daily.
I am never troubled with indigestion, but devour rich food and plain with equal relish.
My mouth is always wide open and engulfs indiscriminately the dodger of the piker and the brochure of the spender.
Enough money is wasted each year in buying fodder for me to pay for a flock of battleships.
A few printers have discovered how to produce stuff that I seldom or never taste.
These you may know by their works.
Cleave to them, for tho they neglect me, they are your best friends.
I am the Waste-Basket.

Printing Produced by the
Times Electric Printery
El Dorado, Kansas
Will *not* Become Food for the Waste-Basket

who are familiar with his work well know that his efforts are not in vain. Blotters, envelope slips, wall cards and other advertising stunts recently designed by him for the Times Electric Printery are in his pleasing and distinctive style.

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Mike Berg, Marshfield, Wis.— An unusually neat heading for the Marshfield Times and a large circular in red and black are Mr. Berg's contribution to this department. The letterhead is composed in an excellent manner, small sizes of Copperplate Roman being used. The result is a simple and dignified effect that is sure to make a favorable impression upon the recipient. Compositors in arranging headings for publishing houses will do well to follow a style similar to that shown herewith. Advertising circular is well handled.

ESTABLISHED 1870
INCORPORATED 1909

CIRCULATION 2,000
GUARANTEED

THE MARSHFIELD TIMES.
PUBLISHED BY
MARSHFIELD TIMES Cº
MARSHFIELD, WIS

R. R. WILLIAMS,
MANAGING EDITOR

✣ ✣ ✣

We extend an invitation to all to send specimens, regularily, for review, and this invitation is addressed especially to the younger compositors who are endeavoring to better their work. We are ready and willing to offer suggestions for the improvement of any piece of work either through the columns of the Journal or by letter.

The editor of this department realizes that were it not for the co-operation of the progressive young printers in contributing examples of their work and otherwise aiding him in conducting the department of job criticism, the success which has attended his efforts during the past year would have been impossible. I trust that the pleasant relations which have existed between the contributors and editor during 1912 will continue unabated during the year before us. And so, at this season of new resolutions, my heart goes out to you all in gratitude, and I wish you, for the year of 1913, all the happiness, success and prosperity you deserve, and this is the most generous wish I could express.

L. H. McNEIL.

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NEWS ITEM

We have just received word from the Executive Committee of the Ben Franklin Club of America as follows:

"The Executive Committee of the Ben Franklin Club of America hereby heartily approves of the idea of holding a National Printing, Advertising, Publishing and Allied Trades Exposition in New York during the week of April 19 to 26, 1913, not only from the standpoint of the manufacturers who will exhibit their machinery but also for the great convenience it will be to printers, publishers and their superintendents and other employes who will be given an opportunity of becoming familiar with all the latest improvements and methods."

This exposition was also endorsed by the Electrotypers' Board Trade of New York at a meeting Monday night, December 9.

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TO SERVE ON COMMITTEE OF VOCATIONAL GUIDANCE CONFERENCE

E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Company, was recently elected to serve on the organization committee of the National Conference on Vocational Guidance.

The purpose of the national conference, which includes representatives of the public school, municipal and state employment bureaus, etc., is to study the question of making efficient men by determining early the kind of work they are best fitted for, and training them along that line.

The second meeting of the conference elected seven members to serve on the organization committee and gave them power to increase their number to twenty. Mr. Lewis was elected at a recent meeting of the original committee.

The work of the committee will consist of working out plans for a permanent form of organization, which they will recommend to the next National Conference on Vocational Guidance.

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The Eighth Annual Reunion of the employes of Arthur Capper, the Topeka publisher, was held in Topeka Saturday night, December 28. It was in the nature of a "mid-summer fete:" the Topeka city auditorium was converted into a summer garden, gaily decorated with flowers and vari-colored electric lights, and filled with all the amusement booths and paraphernalia of a summer park, including wheels of fortune, knock-the-babies-down, cane racks, a miniature electric fountain and the like.

Everyone was dressed in the lightest and gayest of summer toggery to fit the occasion.

On the big stage a vaudeville performance was given by members of the staff, opening with a black-face minstrel show and closing with fancy dancing by some fifty of the ladies of the force. During the intermission a grand march was put on, followed by general dancing.

The eight hundred employes and their families took part in the evening entertainment.

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"CANNOT AFFORD TO BE WITHOUT SUCH A SPLENDID JOURNAL"

Ipswich, S. Dak., Dec. 16, 1912.

Mr. B. B. Herbert,
4618 Ravenswood Park,
Chicago, Illinois.

Dear Father Herbert: I enclose you two dollars in payment for the "National Printer-Journalist" to October, 1913. While I have retired from active newspaper work, I can not afford to be without such a splendid journal as you are publishing and always have published.

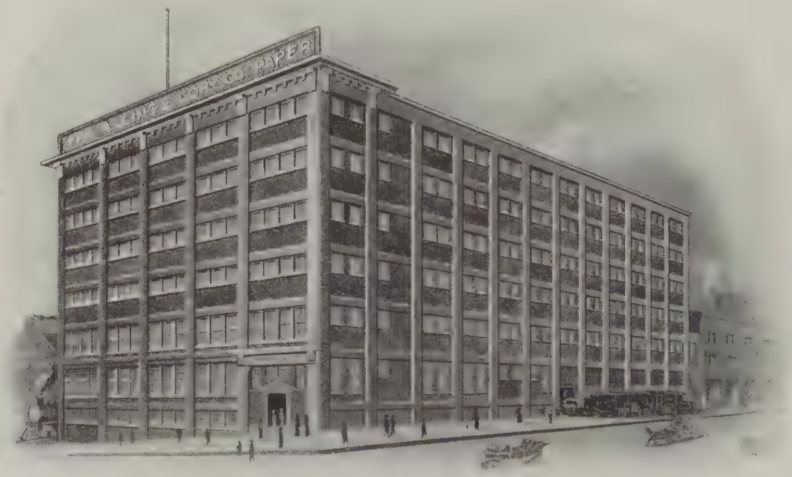
With kindest regards and compliments of the season, I am,
Yours very truly,
J. W. PARMLEY.

A Great Paper Warehouse

The new warehouse of the Alling & Cory Company, wholesale paper jobbers, Alcor street and River avenue, Pittsburgh, Pa., was opened with an informal reception to the printing trade and other friends, Saturday afternoon and evening, December 14, 1912.

Over eight hundred persons accepted the invitation to inspect the building and enjoyed the hospitality of this progressive concern.

The main offices facing the Allegheny River were decorated with Christmas greens and palms, supplemented by many elaborate floral pieces from other local paper houses and many of the paper mills. Music was furnished by an orchestra and, after an inspection of the building, the guests were formally welcomed by Mr. Joseph T. Alling, president of the company, and also entertained at 3:30 and 8 p. m. with a moving picture exhibit of the manufacture of paper by Mr. C. W. Dearden, advertising manager of the Strathmore Paper Company, who delivered a lecture, "A Trip Through a Paper Mill," which was thoroughly enjoyed by every one. Light refreshments were served in the company's dining rooms on the second floor and souvenirs were presented to each guest.



Visiting mill men were unanimous in their expression that this opening was one of the most successful of the many recent openings throughout the country.

The building, with its six floors and receiving platform, contains 132,000 square feet and is of reinforced concrete construction throughout. The foundations consist of 980 concrete piles, driven to resistance at an average depth of twenty-five feet, and calculated to support from 250 to 300 pounds to each square foot of floor space.

The building was designed for the economical handling of stock; four large elevators, ample wagon delivery space under cover, and a large receiving platform in connection with private railroad siding and many other up to date labor saving devices.

Fire protection is provided by metal doors and windows, wire glass on exposed sides and skylights, standpipe to the roof with hose on every floor, enclosed stairways and concrete floors.

The offices and packing rooms are heated with hot water and the building lighted with electricity which also operates individual motors at cutting machines and elevators. The entire plant, and especially the offices, has the advantage of daylight on three sides making a cheerful place for the handling of orders and the welfare of the employes, which has been carefully considered. A kitchen and bright dining rooms overlooking the river have been provided where noon day meals will be served at a nominal cost to all employes. Rest room for women, shower baths for men and locker rooms with individual lockers are also a part of the equipment.

To facilitate business the telephone equipment consists of private branch exchange with four trunk lines on the Bell System with nineteen private connections, and three trunks on the P. & A. System with thirteen connections to various departments and clerks.

The arrangements of floors has been with a view to speed in getting out merchandise — the space for each line having been considered and every item located before the building was completed. Envelopes and announcements are placed nearest the packing room on the first floor — bond papers, flats and ledgers, cover papers and bristols fill the second, with the more bulky lines — book, news, poster, manilas and roofing on the third floor. The surplus stock in cases will take all the fourth floor and parts of the fifth and sixth.

This is the third warehouse of the same character erected by the Alling & Cory Company within the last five years. The first, containing 130,000 square feet, was built at Rochester, N. Y., in 1907; the Buffalo division completed their building in 1910 with about the same floor space.

* * *

GOOD NEW YEAR RESOLUTION

THE NEWARK JOURNAL
Established 1901
Oscar F. Craig, Editor

Newark, Ark., Dec. 23, 1912.

National Printer-Journalist,
Chicago, Ill.

Gentlemen: It may be a little early for New Year resolutions, but we have resolved that this shop is going to do more business and better work during 1913 than it has done during 1912. In order to be better able to carry this resolution into effect. we are enclosing herewith check for $2 for a year's subscription to the National Printer-Journalist, as we believe it will be a valuable help in many ways.

With the compliments of the season, I am,

Yours very truly,
O. F. CRAIG.

Suggestions on Efficiency

By Channing Barnes

Editorial Note: This department has received several entries, but not sufficient to award prizes heretofore. Send in your ideas by February 1, and the awards will be made in the February issue. We have one excellent paper on efficiency in the country newspaper. As the ideas set forth in these articles are necessarily in outline only, the writer of the department will answer through these columns any questions sent in by National Printer-Journalist readers.

PREVIOUS articles in this series have urged the necessity of scientific management in a printing plant, and have outlined the central planning room. As a job comes to the composing room it is laid out for the machine, for make-up, for hand composition, and for lockup. This pre-supposes a typographical layout.

The Typographical Layout

The typographical layout should, in the larger plants, be made in the planning room, as the more work can be subdivided the better the supervision and the better the opportunities offered for analyzing and improving each separate operation.

The layout man may be a graduate compositor, a proofreader, or any one familiar with the office and modern typography. Preferably the proofreading and laying out should be in one department and in close proximity to the planning room, as both partake of the nature of planning and supervision, and through them the work in progress may be checked.

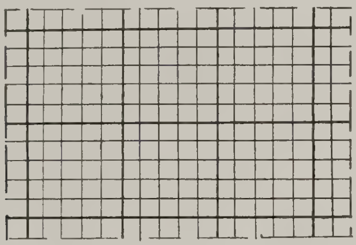


Fig. 1. Showing ruling for Layout Pads. Heavy lines represent red lines five picas apart only not ruled heavy in original. Light lines represent faint blue rulings.

Every modern office uses some form of layout sheet. Ad writers' and printers' journals have from time to time devised and published layout blanks, usually ruled in pica squares with figures in the margins to aid in counting up space. The writer uses pads of various convenient sizes, without printed figures, faint-ruled in blue pica squares, with every fifth line in red.

As the appearance of a printed page depends largely on the margin the first step in making a layout is to take a foot rule and, starting at a red-line corner, mark out the trim size in inches. Then, counting picas on the blank for margins (readily counted by fives with red lines), proceed to lay out the type page. Indicate the composition in penciled groups or masses to balance.

The principle of this layout sheet is that you use the inch standard (which is the standard used by the layman for paper and trim size), and the layout blank automatically translates this into the printer's standard of picas, there being no marginal printing to divert the eye from the finished appearance of the page.

The next possession of the layout man is the Sample Type Book of his office. This book should include a line of each face and size of job type, arranged in a series to a page, with a 6-pt. line to show exact location of alleys and cases containing the type. Composition matrices are best shown one size and face to a page, set to different measures with the various leadings. Incidentally let me mention that such a book should be in the hands of all compositors and of every one having to do with the typography of the office. It is also a salesman's handbook, and one office doing agency work has also placed it in the hands of a few of its customers.

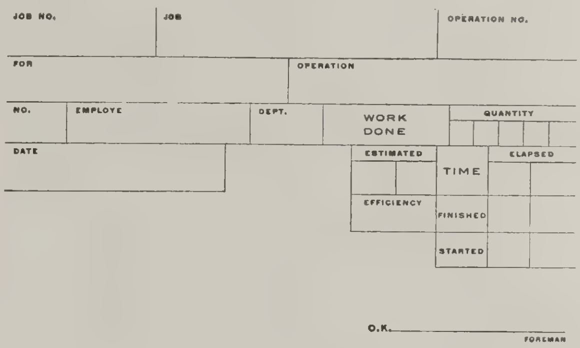

JOB NO.
JOB
OPERATION NO.
FOR
OPERATION
NO.
EMPLOYE
DEPT.
WORK DONE
QUANTITY
DATE
ESTIMATED
TIME
ELAPSED
EFFICIENCY
FINISHED
STARTED
O.K.
FOREMAN

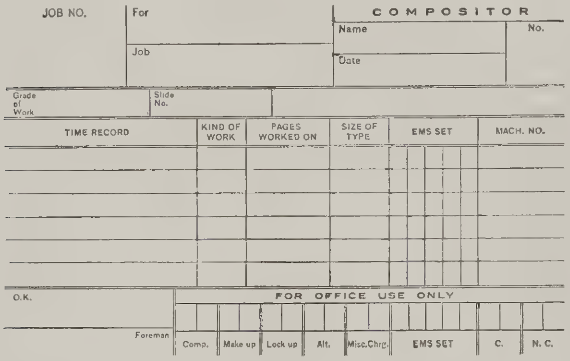
Fig. 2. Represents a 3x5 inch time card to be used one for each operation, time being filled out with pencil. A compact form allowing for estimated time, elapsed time and efficiency balance.

The layout man now has the data to go ahead and specify type to be used, measure to set, margin for lockup, etc. The copy itself should be edited for punctuation, spelling and legibility, and typewritten if necessary. This is where the proofreader may become one of the most valuable persons in the office.

No piece of printing, no matter how small, should go into the hands of the machine or hand compositor without careful layout and editing. It is cheaper to do this work while the matter is in copy form than when in type. In many cases careful editing and planning will save half the time ordinarily taken in the execution of the work.

A combination of departments may be made in any manner most suitable to the size of the office. For instance, the layout man may be an artist-printer and have a dummy outfit, including sample sheets of stock, water colors, paste, drawing material, etc. Here he may devise sales ideas, making up dummies, covers, and color schemes and writing copy as well as laying out work in hand. Or the proofreader may do this work, or the superintendent may run the planning room and originate the ideas, while his assistants do the more routine work.

The layout being made, the job goes to the machine or the hand compositor. Here the job must enter into the time schedule of the planning room, and this schedule means a standard set for each operation in time elapsed and the sequence of work. The copy now prepared for the quickest work, the operator receives a time ticket (filled out in the planning room) with the standard time for the job placed thereon. The workman then has an equal chance with others to go ahead and do the job in the specified time or less. If he takes less than the time specified he has made so much clear profit above the normal production of the best competing plants; above the overhead charges of whatever kind. To keep this up requires that this extra profit be divided between the firm and the workman, so establishing a bonus system which will be touched upon later.



JOB NO.
For
Job
COMPOSITOR
Name
No.
Date
Grade of Work
Slide No.

TIME RECORD	KIND OF WORK	PAGES WORKED ON	SIZE OF TYPE	EMS SET	MACH. NO.

O.K.
Foreman
FOR OFFICE USE ONLY

Comp.	Make up	Lock up	Alt.	Misc.Chrg.	EMS SET	C.	N. C.

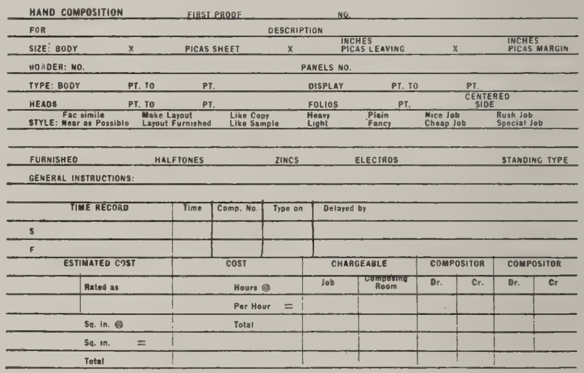
Fig. 3. A time card recently originated by M. J. Beckett of the U. T. A. Provides for time-stamping record and estimating on basis of ems set. Office form at bottom makes for quick additions for posting when cards are spread out.

The workman will at all times have two or more tasks ahead of him. Preferably a day's schedule should be ready at night for each machine and each operator in the plant for the following day.

The job being set in the time specified or less, the time ticket is balanced at once for that operation and the proof is read and corrections made. While corrections may be taken care of by one man they should be set as tasks and deducted from the original composition time. All these problems arising, the necessary routine for carrying on these functions must be devised.

The principles involved are planning each operation, checking the operation, and devising means for bettering it. To do this we will take up the blanks, time tickets and order forms to be used and their functions.

The time ticket should be a requisition for work and should be as important and valuable in the eyes of the workman and the firm as so much money. To simplify the problem, assume you are a master printer and wish to buy the composition on an ad. page. You plan your page, furnish the tools (type, slugs, rules), and hire a man to do the job. Now if you furnish the man all the materials in first-class condition, and a good place in which to work, you know in how much time your job can be done. You will say to him, "I will give you two dollars, or four hours to do the job." He will do the job perhaps in three hours and a half. You should give him the two dollars you offered, or he will quit. If you give him all the half-hour saved you are still ahead of the game because he is using space, light, heat, and perhaps power for thirty minutes less than a poorer workman. Yet by your planning and materials you enable him to accomplish this task in less than the time set so you are entitled to a third or a half of this saved time. Then you find you are being well payed to plan and provide tools as an employer, while your workman is working for himself with a fair chance to gain in skill and wages.



HAND COMPOSITION FIRST PROOF NO.
FOR DESCRIPTION
SIZE: BODY X PICAS SHEET X INCHES PICAS LEAVING X INCHES PICAS MARGIN
BORDER: NO. PANELS NO.
TYPE: BODY PT. TO PT. DISPLAY PT. TO PT.
HEADS PT. TO PT. FOLIOS PT. CENTERED SIDE
STYLE: Fac simile Near as Possible Make Layout Layout Furnished Like Copy Like Sample Heavy Light Plain Fancy Nice Job Cheap Job Rush Job Special Job
FURNISHED HALFTONES ZINCS ELECTROS STANDING TYPE
GENERAL INSTRUCTIONS:

TIME RECORD	Time	Comp. No.	Type on	Delayed by
S				
F				

ESTIMATED COST		COST	CHARGEABLE		COMPOSITOR		COMPOSITOR	
	Rated as	Hours @	Job	Composing Room	Dr.	Cr.	Dr.	Cr
		Per Hour =						
	Sq. in. @	Total						
	Sq. in. =							
	Total							

Fig. 4. A card originated by the writer for the purpose of giving instructions to compositors. This to be filled out by foreman and attached to copy and returned by compositor with proof and balanced at once. This provides for excuse for delay by compositor and for time chargeable to composing room but not to the job.

Treat the time ticket, then, as an order for so much work to be done in a certain length of time. Use a ticket for each man on each job. Issue it in duplicate and let the duplicate remain in the planning room. The ticket should be turned in with the proof and, when the job is read and checked for style, deductions or bonuses should be reckoned, then the ticket returned to the compositor's card rack.

Noon would appear to be the best time for the ending of the official day, and this gives a time for the workman to look over his previous day's record and enter objections or ask for explanations as well as looking ahead for further tasks. It also gives an opportunity for the time-keeper and planning room to balance the day's work by making their lunch hour commence at one o'clock instead of twelve. At this time all time cards are balanced, showing bonus or loss for the previous 24 hours, and by two o'clock they should be collected for entry on the pay record, the individual efficiency records, and the job cost records.

Do not make the antique mistake of punching in and out on a pay time card. The job time card is the only thing for which the firm cares to pay money. It is the only thing for which the workman should receive money, and on this basis makes the work record as good as money itself. Personally I would rather have a man come in at 9 a. m. and quit at 4 p. m., if he did more work, than one who worked eight or nine hours a day.

Standardizing Equipment

Nothing is so exhausting to a man as to start a job and lack material to finish it. In the layout we have provided (in skeleton form) a scheme to eliminate the giving of wrong instructions, and the misunderstanding or conflicting of orders. Now to give both the firm and the workman a fair chance we must provide the tools for the carrying out of these plans.

Since the days of Gutenberg, we have had the same old type racks, arranged in alleys. These have been built in slight variations to fit different classes of work, such as job, news, make-up or ad. composition. Still there remains the same general idea of racks with the sloping top to hold cases in use, and a large number of slides lower down containing two or three series of type faces.

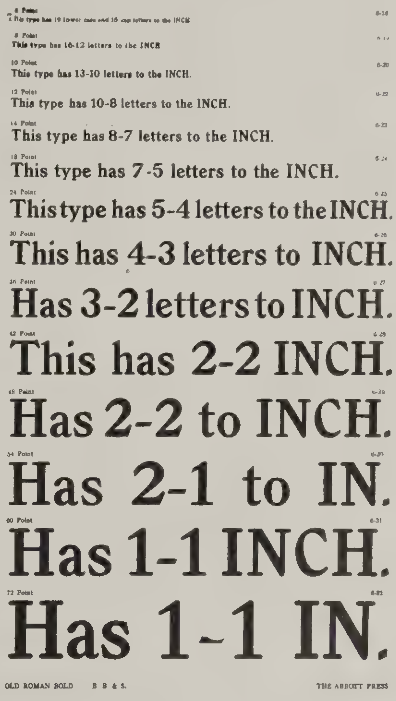
This equipment comes under the head of "stores" or tool problems in the terms of scientific management. Now the average composing room is over-equipped and yet never has enough material to meet all demands. This condition you will find all through a printing office. The reasons therefor are obvious. The printer does not specialize. If he has a cylinder press he will do anything from a card to a catalogue. He will almost invariably take a bigger contract than his facilities fit him to handle. Then he haphazardly adds more material to get by on the job.

On the other hand we find two of the biggest machine shops in the country, one making gears, another condulets exclusively. Even the largest auto factories but combine several plants, each turning out its own particular product.

In the composing room the printer is constantly induced to buy new type faces to please customers, but in insufficient qualities to suit all occasions. So in the matter of equipment he is up against the same problem as the storekeeper — he must turn over his stock.

His stock is his type, borders, rules, cases, stones, chases, quoins, furniture. In a medium-sized office this amounts to a large sum in interest on the investment alone. Every bit of furniture in a form, every bit of type in a standing page, every bit of metal in a box, is so much dead capital on which you are paying interest, taxes and rent. Every font of type in a case is in the same class except that it is available for use. Yet at two cents a minute (under which no one can afford to sell chargeable time), how many minutes can you afford to have a man hunting for sorts?

To return to our stores or equipment problem we have three items to consider: First, to use as often as possible every bit of equipment, that is, do not let forms stand in the rack or dead matter on the stone, or let any material remain out of place. Second, do not buy material that will be idle most of the year, that will not pay interest, floor space, or depreciation. Third, do not give out a piece of work unless the workman has at hand every sort and space he needs to do the job. Here enters the duties of the dead-stone man, and these duties are of such supreme importance to the profit or loss on a job that they should not be left to the tender mercies of the ordinary distributor.



6 Point
This type has 19 lower case and 16 cap letters to the INCH 6-18

8 Point
This type has 16-12 letters to the INCH

10 Point
This type has 13-10 letters to the INCH. 6-20

12 Point
This type has 10-8 letters to the INCH. 6-22

14 Point
This type has 8-7 letters to the INCH. 6-23

18 Point
This type has 7-5 letters to the INCH. 6-24

24 Point
This type has 5-4 letters to the INCH. 6-25

30 Point
This has 4-3 letters to INCH. 6-26

36 Point
Has 3-2 letters to INCH. 6-27

42 Point
This has 2-2 INCH. 6-28

48 Point
Has 2-2 to INCH. 6-29

54 Point
Has 2-1 to IN. 6-30

60 Point
Has 1-1 INCH. 6-31

72 Point
Has 1-1 IN. 6-32

OLD ROMAN BOLD B B & S. THE ABBOTT PRESS

Fig. 5. Shows one page of Style Book of type face. Small numbers show alley and location of each case.

Here is where the planning room comes in. By a system of filing (described later), every cut, every line of standing matter, and every locked form may be immediately located. On the floor it should be the duty of a foreman, assistant foreman, or dead-stone man to first receive the job as it is laid out for the compositor. He will provide all extra materials to be used and will see that they are there in time for the work.

The compositor's station should have the same number as that used on his time card. He should have a stand large enough to hold a case and galley, slides or stands back of him to hold a few display or headletter cases, and also a flat top for standing matter. No cases should be placed in his alley except those in immediate use. He may, however, have three of four cases of body type, 6, 8, 10 and 12 point, if he uses them with great frequency. He should have leads, slugs, and small metal furniture in cases, and perhaps small cases of labor-saving rules. In brief, there should be tied up in his alley only such equipment as he frequently uses and no material that is to be used by others. This cuts down the equipment required by each man and does away with other workmen waiting to get a case.

All display type should be stored in compact racks as high as a man can reach, but only to be taken out and returned by the supply man. The cases should be about half the ordinary depth, as such are lighter to handle, and in these days of machine composition it is very rarely that much type of one size is set by hand on a job. Fifty pounds of type laid in two cases are more valuable than the same amount in one case as this decreases by one-half the probable chance of two men waiting for the same type.

With this arrangement cheaper help will see that the compositor has sorted cases, extra leads or slugs, cuts and material supplied to his working station before the composition is commenced. So too will extra material be removed when new material is supplied.

By a judicious arrangement of work, each man having his work planned for the day, he may do much of his day's work without change of cases. In event of shortage of any type face, it is known soon after the layout is turned into the composing room, and cases may then be sorted from the dead stone or from forms killed by the planning room before the compositor is assigned the job.

A cursory comparsion of this method with the almost universal usage of the present time will show its advantages. The most demoralizing thing for a compositor is to have to hunt for sorts, plan a job with no data, or wait in line to get at a case. By the time he has done these on one job he has lost his snap and energy for the day. How many times a day does he go down the line, disturbing every one at work, looking for a case some one else has? How many times a day is he interrupted by some one getting down in his alley to set a line?

The writer once worked in the largest office in Chicago. Arranged in one rack of two tiers was a series of Caslon Bold, perhaps the most used type in this office. To provide plenty of type there were two cases of 6 point, three each of 8, 10, and 12 point, and two or one of the larger sizes. A strict time record was kept of each job, and many good men left because they were not given time to turn out the class of work they wished to do. Yet at this rack I have seen two or four men standing in line a dozen times a day. The more ambitious would go and set a line or two of some other type and return again for a chance. Yet see the arrangement of this one stand: First were two six point cases, then three eight point and so on. One side of the rack had all the most used cases. I suggested that the series be broken by arranging a six point case at the top of each tier and so on, but it was never done. A stop watch would have shown that a separation of the various series in that department alone would have saved at least one compositor's time.

What other line of business would survive the mismanagement indulged in by the printer?

* * *

"AN EDITORIAL AND PRINTERS' CONVENTION ONCE A MONTH AT A COST OF $2.00"

THE PATRIOT
Chas. Bradshaw. Proprietor
Carrollton, Ill., Dec. 16, 1912.

Mr. B. B. Herbert,
National Printer-Journalist.

Dear Father Herbert: Let me congratulate you upon the work you have done in the past twenty-five years in making the newspaper and the printing business a better and more prosperous business; and the editor and printer more self-respecting individuals. I am not sure, but believe, that I, if not a charter member, was at least a very early subscriber to the N. P.-J., and think I have copies away back when the magazine was still in small clothes. The wonderful development of printing and illustrating that has taken place in the quarter of a century is nowhere better shown than in the files of the N. P.-J.

In recent years I have been attending an editorial and printers' convention once a month at a total membership fee of two dollars a year. My subscription expires in a month or two, but keep 'er comin'.

Yours truly,
CHARLES BRADSHAW.

* * *

"VALUABLE AND USEFUL"

THE DAILY TIMES
E. P. Adler, Publisher
Sworn Average Daily Circulation Last Month 21,975
Davenport, Iowa, Dec. 14, 1912.

Mr. B. B. Herbert,
Care National Printer-Journalist,
Chicago, Ill.

Dear Sir: I take pleasure in enclosing you herewith $2.00 for another year's subscription to the National Printer-Journalist. I, at the same time, want to congratulate you on having attained your twenty-fifth anniversary in the publication of this valuable and useful periodical.

I hope that both you and the National Printer-Journalist will live long enough to celebrate your golden wedding.

Yours truly,
E. P. ADLER.

EDITORIAL NOTES AND POINTS

The clean, bright, handsome issue of the Milton, N. D., Globe, with illustrated holiday advertisements of full pages, double and treble columns, bore pleasing evidence of the fact that the editor and owner, Ernest L. Peterson — whose kindly face is shown on another page in this issue of the National Printer-Journalist — had his full share of holiday cheer.

* * *

The Petaluma, Calif., Daily Courier has purchased the Petaluma Daily Independent, that has been ably edited by Mrs. Anna Morrison Reed for the past four years. The work of getting out a daily has been too much for Mrs. Reed in conjunction with her magazine and other literary work, and hereafter she will devote herself to the Northern Crown, and to her job printing business.

* * *

The Todd County Argus of Long Prairie, Minn., had, on December 19, for its first cover page, the reproduction in halftone of the painting of the "Angels Proclaiming to the Shepherds on the Plains of Palestine, the Glad Tidings of Great Joy." The border was of Christmas bells, Santa Claus and his reindeer, and a snow-covered village, at the bottom, with a Christian church and the homes of the people prominent. It was an effective, pleasing cover page, and none the less pleasing because used on a number of papers in different localities. We like the little, splendidly illustrated poem, gotten out this year by the American Press Association and used by this and many other papers.

* * *

The Fairport, N. Y., Mail showed, in its issue of December 19, the same stalwart, walking Santa Claus shown by our Oregon friend, mentioned in another article, and records like prosperity, which this year has extended in our glorious land and changes the advice of Horace Greeley, "Go West, Young Man" to "Come East, Young Man."

A striking illustration of "One of Fairport's Beauty Spots" is that of a beautiful rose garden which would seem more natural to Oregon than to New York. This issue of the Mail is typographically and mechanically almost perfect, and is very complete in local news and miscellany. It features Christmas incidents, one of these being the story of an old soldier, of Christmas passed in Liberty prison an old soldier, of Christmas passed in Libbey prison in 1863.

* * *

The Kilgore, Texas, Chronicle gave Santa Claus with sled and reindeer in colors, for its first cover page, December 13, and published a number of letters from the children to Santa Claus. There was an abundance of Christmas joy, song and story and advertising which showed that the merchants appreciated the liberal Christmas spirit and were ready to help serve the generous people in their desire to enjoy the unalloyed pleasure and blessings of liberal giving. A local bank occupies a full page with a "Christmas Greeting." It is something worthy of note when the heart of the careful banker manifests such broad Christmas liberality. The advertisement contained the following, with regard to its purposes as a bank, that is worth remembering:

> The purpose of banking now, as it has always been, is for mutual interest. Its main purpose as an institution is the proper distribution of capital into channels where it can benefit the greatest number of people. Its sole purpose should be that of facilitating commerce between individuals, communities and nations. The idealistic spirit of helpfulness should always prevail. The first effort to organize a bank anywhere was engendered by that spirit of helpfulness that has caused the mighty progress of civilization through the ages.
>
> None but misers will hide and hoard their savings. The broad spirited, home and country loving man will place his savings where they can be distributed with ample security and let some poor wandering beggar get a crumb of bread and enable some other man to lift a mortgage and loosen himself from the clutches of some flesh-exacting Shylock. It was the slothful servant that acted miserly and brought forth the condemnation of the great Master of men. Place your talents where they will benefit mankind as well as yourself.

* * *

The Condon, Ore., Globe showed a muscular Santa Claus in heavy boots, on foot, on the first page of its issue of December 20. They have little use for sleighs and reindeer in Oregon. The walking in the open air, also, evidently, has reduced Santa's waist measure very materially. However, there is evidence that there is no lack of prosperity and holiday joys and good-will in the "Web-footed" State, "Where rolls the Oregon."

The Globe claims the cognomen of "The Wheat City" for Condon, with a yield, in the county, for the year, of 2,357,100 bushels of this important cereal. This reminds us that in 1874, in a special issue of our Red Wing, Minn., paper, we claimed for that city the honor of being the largest primary wheat market in the world, and the county of Goodhue as the leader in this product.

But since then there have been many changes, and "The Star of Empire," in wheat, has continued its western course to the Pacific West and Northwest. The Globe is a booster and has cause for boosting and boasting. This issue contains twenty-four pages, 144 columns of reading matter, and is accurately descriptive of its county, and contains sixty half-tone illustrations. Fifteen portraits are given of "Some of the Real Builders of Gilliam County," and brief biographies of two score or more.

The illustrations give a good idea of the country and its products in grain, fruits, hogs, cattle and horses. An eleven-year-old boy, David Weimer, of this county, took the first prize on fifteen ears of corn grown in the state, offered by the Oregon Conservation Commission. This reads good and encourages us to push forward our proposed fraternal, saving and industrial order, "Citizen Conservators of America."

The advertising patronage was on a generous scale and the ads well handled and attractively displayed. One two-page advertisement, showing, in half-tone, at the top center, the interior of a mammoth store, was especially striking, forcible and convincing. It is a big store for a new city of 9,009 population, but there is a growing and wealthy county back of the city, and then they do large things in Oregon and have an enterprising press, liberally supported, as evidenced by this issue of the Globe, that help on the car of progress and every good work and worthy enterprise.

✢ ✢ ✢

"TO HELP THE BEST INTERESTS"

The spirit of the press, during the holiday season, has been that of optimism for the coming year, with a belief in increased opportunities for greater attainments, wider opportunities, and more effective service.

W. L. Jones, of the Lebanon, Ill., Journal, after nearly thirty-two years of successful publication of his paper, indicates and reflects the prevailing spirit and belief in the following words:

> The editor of the Lebanon Journal has every reason to be optimistic and hopeful for much prosperity for Lebanon in 1913 and therefore for increased business in the newspaper as well as in other lines. We are here to help the best interests of Lebanon and as long as our strength lasts and our efforts prove profitable we will be found at our old business home.
>
> A Merry Christmas and a Happy New Year.

✢ ✢ ✢

CHRISTMAS AT HOME

The Laurel, Neb., Advocate shared in the Christmas spirit and prosperity manifested by an elaborate Santa Claus cover in colors, in illustrations, in Christmas sentiments, a great wealth of illustrated Christmas advertising. We like the following on "Why Christmas Should be Spent at Home," taken from the Pictorial Magazine, as certainly should every editor of a paper that goes to the homes of the people:

> Charles Dickens, the novelist of Christmas, who did more for Christmas than any one can ever guess, had had a slight difference with Thackeray. He met him on the steps of his club one Christmas morning, hesitated, then held out his hand, which Thackeray grasped with all the warmth of his great heart. Both men returned to their family gathering at home, feeling better and happier men.
>
> Without a doubt a family gathering at this festive and joyful season knits the bonds of love and good fellowship closer than at any other time. Old slights and hurts are forgotten; hard men of business relax and soften at the sight of the children who many a time have drawn out all that is best in them after it has lain dormant for years until they have forgotten they had a tender side to their nature at all. Yes, without a doubt home is the place for Christmas.

✢ ✢ ✢

SHARING PROSPERITY

The Fairport, N. Y., Monroe County Mail took twenty-four pages, in issue of December 19, to tell of all the joys, noble sentiments, good news and business of the holiday time. There was a wealth of Christmas illustrations in both the reading matter text and in the advertising. Editor W. O. Greene gave an "Editorial View" at the head of the first column on the editorial page which tells of attainment and shows progress:

> The Mail goes to its thousands of readers, this week, in an unusually attractive form. Both in size and quality it probably exceeds any similar issue ever put out. Twenty-four pages filled with "good stuff" for every member of the family, the women and children having the larger share. and the many holiday advertisements adding no small amount to the interest. This issue shows something of the mechanical facilities of the Mail, as such an issue would be an impossibility in the ordinary country office. In a way this issue also celebrates the closing of another successful year, as the Mail begins a new volume with the beginning of the new year. The past twelve months have been a very prosperous year for Fairport in general, the splendid growth being spoken of in a special article, giving a list of the new buildings, printed on another page. In the past two years there have been built over a hundred new houses in this village with a corresponding increase in population and at no time in its history has the village enjoyed greater prosperity. In this the Mail has shared in common with the other business enterprises, and it takes this occasion to thank all its patrons for favors extended. May the year on which we shall soon enter be an equally favored one for all.

✢ ✢ ✢

DESERVED PRAISE FOR TWO EX-EDITORS

In a recent issue of the Anderson, Ind., Herald, there was a deserved boom for Sioux Falls, S. D., in which the following paragraph tells, in brief, facts as to the city's progress and of the work of two men who have been active newspaper workers and who were serviceable to and were popular with the editors during their recent tour of the state:

> Just think of it, there are sixty trains per day, arriving and departing from this hub of thrift and industry and the management of the Sioux Falls Commercial Club with Mr. George Schlosser as secretary, has been so effective

that the rates are the most favorable to be obtained anywhere in the state. The railroads have contributed much to the development of this city and last year the Chicago, Milwaukee and St. Paul, the Rock Island, Great Northern, Illinois Central, South Dakota Central and the C. St. P., Minneapolis and Omaha handled over 15,500 local cars of miscellaneous merchandise. The city has over a hundred acres in parks and a park commission is providing much for the rest, recreation and enduring comfort of the people. A fine electric line is operated having been constructed by Mr. F. M. Mills, an octogenarian, but one of the most enthusiastic, wide-awake and enterprising citizens not only of Sioux Falls, but of the entire state. There is not an enterprise undertaken which does not find in Mr. Mills an ardent and fearless supporter. At the present time he is engaged in giving the city a central heating plant the rates having been established before its construction. His street car system has been a paying venture from the very inception and the lines are extended as rapidly as growth permits. During the trip of the N. P. A. association members last summer Mr. Mills toured the state and no member of the party contributed more to the information, enjoyment and pleasure of the outing than this courtly gentleman who was indefatigable in effort and tireless in energy.

* * *

THOSE IN PRISON WELCOME CHRISTMAS DAY

Here, on our table, is the Christmas issue of the Monitor Magazine, printed and published by the inmates of the state prison at Huntsville, Texas, and it has its Christmas message of love and hope that closes with these words:

> God is Love, therefore let us enlarge our hearts by filling them with more love for Him and those about us, and we will then behold what the Christ child in Bethlehem's manger meant to the three Wise Men who journeyed from afar to see God's Christmas gift to the world. Come, let us rejoice, even though we are in prison. Christmas was born for us, too, as it was for all mankind.

And then on another page:

> Throughout the civilized world this day is held sacred. It is the day of prayer and feasting and love. And wherever His name is spoken joy and happiness abound. No life has sunken so low, no heart so cold and unfeeling, no soul so lost, but feels the contagion of Divine love, that fills the universe on this day of days. It is the one day when the spark of fellowship and universal brotherhood is kindled in every heart. The time when love and charity reign supreme in human hearts. Hatreds and enmities are forgotten, and love predominates. "Good will toward men." We all feel it on this day. It is the rainbow of love — God's sign on earth. It flows in waves through the city; it searches out the lone traveler in the desert; it finds even the exile in prison and makes his heart bloom again. This heaven-born spirit of Christmas cheer!

The Kensett, Iowa, News issued its Christmas number on December 12, in three sections of eight pages each, and the patronage given by the merchants and shown in attractive style speaks volumes for the popularity and prosperity of the paper as well as for the wisdom and enterprise of the business men.

* * *

A CONSPICUOUS SUCCESS

H. B. Hale, editor and publisher of The Gazette, East Hartford, Conn., issued a "Prosperity Edition" on December 20 that was up to its name in every respect. It was in five parts, with forty-four pages, including cover, which was of home design and printed in red. Three full columns of the paper are printed in German, that would indicate that many modern Connecticut Yankees are also Teutons. New England has for many years furnished homes for people of many lands.

The advertising is voluminous and well gotten up and excellently displayed typographically. There is an abundance of reading matter and illustration.

Editor Hale, with modest but just pride, states to his readers (and herein are some points of value to newspaper makers worth noting):

> Our annual "Prosperity Edition" makes its bow to the public this week. We leave it to our readers to judge whether many country weeklies enjoy a better advertising patronage than that accorded the Gazette. The big edition of forty-four six-column pages printed on extra heavy book stock was made necessary by the heavy pressure of holiday advertising, and shows that the merchants believe in keeping up with the spirit and demands of the time and season. The edition also represents a great deal of hard work, if in nothing more than that very important part of the business of a newspaper man in seeing that so far as possible the advertisements entering into his columns are of a class that is going to pay his patrons. We want to make the edition profitable to every firm who uses its columns. The numerous pages are replete with local news, holiday matter and articles of general interest as well as with extra advertising. It is the largest edition in the Gazette's career, and our own opinion, if we may be permitted to express it, is that it is a conspicuous success.

* * *

ENTERTAINING MUNICIPAL OFFICERS

The Daily Chronicle of Orange, N. J., recently had a house warming banquet.

> Officially it was a reception and dinner tendered by the Chronicle Publishing Company to the municipal bodies of the Oranges, and in actuality it was all of that, and besides, the first recorded assemblage of men intrusted with the guidance of the administrative work of municipal government in the four Oranges, under the auspices of a private concern, where they might mingle on a common basis and discuss their needs and aims in a neighborly fashion. The guests generously dwelt on the important role that this daily newspaper as an institution has played, and paid a lavish tribute to the able performance of that function.
>
> In some of the more serious moments of the post-prandial proceedings the question of the consolidation of the Oranges was touched upon, the topic suggesting itself to the speakers probably through the theory of the association of names and ideas, for the banquet was given to mark the occasion of the fourth anniversary of the consolidation of the old Orange Chronicle with the other scattered weekly papers of the community, and the subsequent inauguration of a daily circulation on September 17, 1908. Further there was reason for celebration and congratulation in the recently completed enlargement of the Chronicle plant, which consists of an additional story erected on the rear wing of the building. As was exceedingly fitting and proper, the main portion of the festivities were carried on in this newest acquired loft. The dining hall had "an apparel on" of patriotic bunting and floral decorations, and the immense banquet board, already removed and replaced by printing presses, type stands, imposing stones, and other equipment of a printing establishment.

The effect of the gathering of the officials and the immediate influence of the newspaper in its own town seemed felicitous, and awakened a spirit of municipal pride and loyalty, of duty and desire to work together for general betterment and good government.

The plan seems to be a practical one, that might well be adopted by other newspapers in other municipalities. It is easier to accomplish things for the good of local government by good will, co-operation and mutual friendly suggestions and joint consideration, than by criticism or fault-finding. The Daily Chronicle was highly complimented on its policy of upholding the hands of officials in the efforts, honestly and energetically, to perform their duties in the face of unmerited criticism. This reminds us that "Vinegar never catches flies," and it is very doubtful whether censoriousness ever works reforms and wins officials to the cause of good government.

"GREY MATTER MAKES A GOOD NEWSPAPER"

An Editor Given Credit for His Town's Growth and Thrift

George A. Newett of the Ishpeming, Mich., Iron Ore, has the following to say as to one of his esteemed contemporaries:

> According to his newspaper, Editor Pat O'Brien of the Iron River and Stambaugh Reporter, is getting a little grey. Pat, it's this grey matter that makes a good newspaper. The more you have of it the better. The Reporter shows the result of mature deliberation and wise direction. It's a corking good newspaper and its editor has been running it for just a quarter of a century. He went to Iron River when it was only a hamlet. There were only a few buildings and its mines were discredited. The town has grown and prospered. There is now every evidence of thrift, numerous fine residences and business blocks, and the place has come into its own mineralogically. It has been found that under the low grade, non-bessemers, ores of fine quality exist, and these are now being mined. New mines are being added steadily and Iron River is a fine town with a big future. Pat O'Brien deserves much of the credit, too, because he has everlastingly advertised the place, attracted people to it, and established the fact of its stability of ores and soils. It was his striking characteristic that helped to make Iron River known. We wish our editorial neighbor more grey hairs and more quarter-century successes.

Other Michigan papers united in paying high tribute to Mr. O'Brien, who is president of the Northern Michigan Press Association, and the Crystal Falls Diamond Drill publishes the following contributed poem, that shows an intimate understanding of the trials and victories of the editorman:

Twenty-five years a journalist,
  And pushing the same old pen
For the same old weekly quarto,
  For the good of the world. Amen.

'Tis a record for Iron County,
  A knock-out blow, forsooth;
No wonder the silver tinges your hair,
  Though you came in the bloom of youth.

Tho' you came with ambition written
  Upon thy smooth, fair brow;
Tho' you came the world to conquer,
  And you conquered, God knows how.

Your fight has been hard, dear Paddy,
  An uphill fight, 'tis true,
But you dared to do or die, Pat,
  And you've always been true blue.

We've bandied words with you, Paddy,
  Through many a column's space;
We've quarreled, and fought, and scratched,
    and bit,
  But you've always been an ace.

You ever came back one better,
  And you never cried "Enough!"
Though we handed you many a bitter pill
  And many a "pie" that was tough.

So now that you have endured us
  For this score of years and five,
We're thankful to say it, Paddy,
  We're glad that you're still alive.

May the useful years before you
  Hold better things still in store,
And "God be with you," Paddy,
  Till we meet in the lists once more.

TO PRESERVE PAPERS

The Brooklyn, N. Y., Daily Eagle, to which we have taken occasion to call attention from time to time, a model home paper, has a new method of preserving newspaper files.

The following from a recent issue of the Eagle will be read with interest and profit by newspaper publishers:

> A discussion of proposed methods of preserving newspaper files for future generations was held yesterday afternoon at the Montague branch of the Brooklyn public library, and participated in by Dr. Frank P. Hill, chief librarian of the Brooklyn public library; John Norris, chairman of the committee on paper of the American Newspaper association; F. D. Carruthers of the New York World, Herbert F. Gunnison of the Brooklyn Daily Eagle, and Mr. Holden representing the Publishers Weekly.
>
> The conference and discussion were the result of a report of Dr. Hill concerning the condition of the newspaper files in the Brooklyn public library, made to the American Library association, which was as follows: "In many instances papers published within the last forty years had begun to discolor and crumble to such an extent that it would hardly pay to bind those which had been folded for any length of time. Further investigation showed that practically all of these newspapers were printed on cheap wood pulp paper, which carries with it the seeds of early decay, and that the life of a periodical printed on this inferior stock is not likely to be more than fifty years."
>
> In an interesting and comprehensive report, Mr. Norris, for the Newspaper Publishers, suggested three methods by which improvements may be obtained: First, by using a printing paper that will endure indefinitely. Second, by binding with materials that do not attract minute organisms. Third, by storing under condition, (a) that do not deprive the paper of all its moisture, (b) or subject it to excessive dampness, (c) or subject it to chemical action produced by sunshine, or gas, or artificial heat, or similar agencies of deterioration, (d) or propagate insects or other growth.
>
> Mr. Norris gave a list of some of the live promoters of paper deterioration, which comprise the following: White ants, roaches, bedbugs, beetles spring tails and silver fish, centipedes and scorpions; but the report assures us that these "bookworms" frequent the warmer latitudes, and in the northern latitudes their damage is negligible.
>
> **The Eagle to Supply Copies for Filing Printed on Linen Paper**
>
> Announcement was made that the Brooklyn Eagle, beginning January 1, 1913, would be able to supply libraries with copies of its paper printed on linen paper suitable for filing.
>
> The report also dealt with the efforts of the United States government to secure a permanent printing paper to be used on important historical documents of the government, its original scientific contributions, and the publication of the statutes at large. A paper was finally secured by the government for this purpose which consisted of 75 per cent rag and the remainder of bleached chemical wood, free from unbleached or ground wood pulp. The methods used by the Congressional Library at Washington, in caring for its newspaper files of the

eighteenth century, also the system of caring for the files in use in the public libraries in Brooklyn, New York and Philadelphia, were described in detail.

It was conceded that there would be no profit to the publishers in printing a small number of copies daily upon special paper. However, Mr. Gunnison stated the Brooklyn Eagle would be willing to undertake the plan for the purpose of making permanent the record of the news of the day, and he thought such a plan could be put into effect on January 1, 1913.

Dr. Hill read an extract from the report of the proceedings of the American Library association, held in Ottawa Can., last July, which recommended: "As is well known the Eagle is one of the best newspapers in the United States, so that if anyone is particularly interested in securing for filing purposes a paper which will last for 100 years or more, he should subscribe to the Eagle."

It is with some satisfaction that we are able to state that the Daily Republican of Red Wing, Minn., under the management of Jens K. Grondahl, has, for several years past, printed fifteen extra copies each day, on superior quality of rag paper for its own files and for libraries. It was the only paper found in the investigation made that had taken this precaution and the only paper mentioned in the report in that regard. To Editor Grondahl belongs all the honor, but our gratification is in the fact that it is our old paper which we established in 1885.

"NEWSPAPER MAKING IS A PROFESSION FOR A HAPPY LIFE"

Fun as Well as Service in Newspaper Work—The Bible the Best Text Book

Editor William Southern, Jr., of the Jackson Examiner, Independence, Mo., in a recent address before the students of the School of Journalism of the Missouri State University, spoke very highly of newspaper work in the smaller cities, where the editor can be owner of his own paper and be independent. He said, among other things:

I had my choice between country and city work twenty-five years ago and have not regretted my selection. However, we make our own places, whether in the city or country. Only a few of us are masters, and if we work too long for someone elese we lose the power to make decisions for ourselves.

Opportunity for Service

The man who goes into country newspaper work should do so with an idea to help the community, not simply to make money. The running of a country newspaper gives a man power for good and for evil as well. The newspaper is the vehicle of public opinion of the community; it is an index to the community's ethics and moral tone. You may not grow rich, but you will get lots of satisfaction and lots of fun — if you're capable of seeing a joke, and if you can't see one you'd better not go into the business.

You may be prejudiced when you look over the exchanges of Missouri country newspapers — I don't wonder that you are. The trouble with too many editors is that they're simply working at a trade. They fail to regard their work as a profession. They make their living so easily that they become lazy and don't try to get out and get up a good newspaper. Too often the paper is only the vehicle of partisan politics — not of the public good. Too often the editor is of no real use to the community. He supports unfit men for office simply because they belong to his party.

Bible as a Text-Book

The Bible is the best text-book for journalism and all other professions. We are approaching the same condition today that is told of in the Bible regarding the downfall of the Jewish peoples, the same condition that brought the downfall of Rome and the French Revolution. The wealth of the country is becoming concentrated in the hands of a few people — this is one of the evils. It is to be averted by the press and the schools. This is the responsibility that the country newspaper man of the future has to face.

It is time to abandon thoughts of running a partisan newspaper — a paper that violates ethics and loses power by measuring issues from party standpoints and not by a standard of right.

Can't Serve Two Masters

If you have any idea of running for office drop your newspaper work. The two don't go well together. Newspaper making is a profession for a happy life, one in which feelings come to you of its worth and in which you receive the approval of your own conscience.

Charles Dickens, the novelist of Christmas, who did more for Christmas than any one can ever guess, had had a slight difference with Thackeray. He met him on the steps of his club on Christmas morning, hesitated, then held out his hand, which Thackeray grasped with all the warmth of his great heart. . Both men returned to their family gathering at home, feeling better and happier men.

Without a doubt a family gathering at this festive and joyful season knits the bond of love and good fellowship closer than at any other time. Old slights and hurts are forgotten; hard men of business relax and soften at the sight of the children who many a time have drawn out all that is best in them after it has lain dormant for years until they have forgotten they had a tender side to their nature at all. Yes,, without a doubt home is the place for Christmas.

God is Love, therefore let us enlarge our hearts by filling them with more love for Him and those about us and we will then behold what the Christ child in Bethlehem's manger meant to the three Wise Men who journeyed from afar to see God's Christmas gift to the world. Come let us rejoice even though we are in prison, Christmas was born for us, too, as it was for all mankind.

Throughout the civilized world this day is held sacred. It is the day of prayer and feasting of love. And wherever His name is spoken joy and happiness abound. No life has sunken so low, no heart so cold and unfeeling, no soul so lost but feels the contagion of Divine love, that fills the Universe on this Day of Days. It is the one day when the spark of fellowship, and universal brotherhood is kindled in every heart. The time when love and charity reign supreme in human hearts. Hatreds and enmities are forgotten, and love predominates. "Good will toward men." We all feel it on this day. It is the rainbow of love: God's sign on earth. It flows in waves through the city; it searches out the lone traveller in the desert: it finds even the exile in prison and makes his heart bloom again. This heaven-born spirit of Christmas cheer.

A YEAR'S PROGRESS SHOWN BY AN OREGON CITY

A Chronology of Local Events — The Value of Good Roads

The Eugene, Ore., Daily Guard issued, on January 1, a special edition of eighty-eight pages, telling the story of a year's progress, and it was well worth the telling. A chronology of local events, by months, for the year, is made very complete and is a feature that every newspaper will find worthy of imitation. It is convenient for reference and will prove valuable to readers who wisely preserve the copy of the paper containing the same, and in the office, both for the editors and reporters, as well as for members of the community who may want to look up the leading facts of important events. Such a record is often found useful in the courts and in tracing occurrences not only in the history of the community but in the history of families.

The text and the illustrations of this issue make a wonderful showing of attainment and progress. There is an illustration of a grocery store, for instance, containing fifteen thousand feet of floor space, that speaks volumes for the extent of the home trade. Views of exhibits of an eastern Oregon land show afford most impressive lessons as to the wonderful products of the region; and an illustration of a macadamized road improvement, made during the year, tells of the great progress made in good road construction that adds so much to the pleasure of rural life, increases the value of lands and is a great economy for the marketing of farm products.

These are only three of scores of illustrations, and not the most striking, that show development, resources and improvements along all lines.

Among the many subjects handled are: Manufacturers, Railroad Development, Fruit, Merchanfactures, Railroad Development, Fruit, Merchandizing, "School Children's Stories," being incidents of school life told by the children with the idea of revealing the real child and helping in his improvement and aspirations; Street Car Lines, of which there are nearly fourteen miles in the city; Property Transfers; The Building Record, showing the expenditure of $591,973 during the year; Road Construction and Maintenance; the poultry, sheep, fruit, hay, cattle and other agricultural industries, and so on.

This much of an enumeration of the topics covered is given as a suggestion to other newspaper makers. Of course, civic, church, fraternal, financial and other organizations are given proper consideration. The record is one of a great year's wonderful production and progress.

In connection with "Road Building" a very striking and interesting estimate is presented as to the result of increased land values were the like road improvements extended over the whole country, as follows:

> Since the condition of the roads enter so largely into the cost of transportation and transportation charges increase so greatly the cost of living, good roads will add to the cash value of the farms served by them much more than the roads cost. They are not an expense, but an investment. No investment is so sure of substantial returns as that invested in good public roads. It is estimated that a good road is worth to good farm lands $2 per acre per mile from town for a distance of twenty miles.
>
> Assuming the total area of all farm lands in the United States at 850,000,000 acres and the increased value of farm lands due to improved roads estimated by the United States office of public roads $2 to $10 per acre, the estimated increase in value to the United States of improved roads would be 850,000,000 acres at $5 per acre, equals $4,250,000,000.

Why should not all newspapers work constantly and enthusiastically for good roads and good streets? They are means to wealth, health and pleasure. What a splendid opportunity every newspaper has to inspire and to help on, in every way, to new progress and greater attainments by telling of the encouraging achievements in all lines of human interests and efforts!

* * *

"LINOTYPE" A REGISTERED TRADE MARK

MERGENTHALER LINOTYPE COMPANY
Tribune Building
New York, Dec. 20, 1912.

National Printer-Journalist,
4618 Ravenswood Park,
Chicago, Ill.

Dear Sirs:

The word "Linotype" is the registered trade mark of the Mergenthaler Linotype Company, and is our exclusive property. No one else, therefore, can manufacture and sell composing machines under the name "Linotype."

Should any of your correspondents use the words "Linotype Company" as part of the business title of any concern using Linotypes, they should be informed that the word "Linotype" is registered in the patent office as our trade mark and that no one has a right to use it in connection with any other machines than those built by this company, or in the title of any commercial establishment.

Trade composition plants do not make or deal in linotype machines, but do linotype composition. A title conveying the latter idea, we would of course, have no objection to, as for instance "Syracuse Linotype Composing Company," or "Charlotte Linotype Printing Company," or "Denver Linotyping Company." They will no doubt appreciate that this suggestion is made in our mutual interests.

We are calling your attention to the above at this time so as to avoid any future complications.

Trusting you will accept this letter in the spirit in which it is written, and wishing you the compliments of the season, we beg to remain,

Yours very truly,
MERGENTHALER LINOTYPE COMPANY,
L. A. HORNSTEIN, Manager Publicity Dept.

* * *

"FOUND THE ADVERTISEMENTS VALUABLE"

F. T. WIMBLE & CO., LTD.
87 and 89 Clarence Street
Sydney, Australia, Dec. 14, 1912.

The Manager,
National Printer-Journalist,
4618 Ravenswood Park, Chicago.

Dear Sir: We take this opportunity of congratulating you on your twenty-fifth anniversary. We cannot allow this opportunity to pass without expressing the benefit that our company has derived by the perusing of your journal. Much of the reading matter is of a most interesting character, and we also found the advertisements most valuable to us, as it enables this company to get into touch with many of the leading manufacturers of printing machinery and printers' requisites in America. We shall be glad if you will continue to forward us your journal until further notice, and upon receipt of your subscription account a remittance will be forwarded.

Again congratulating your journal on its silver anniversary,
Yours truly,
E. PRISEMAN, Manager.
For and in behalf of F. T. Wimble & Co., Ltd.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

CHANGES IN PRINTING INDUSTRY EFFECTED BY MERGENTHALER LINOTYPE

In looking through "Linotyped Periodicals and Magazines" most printers will be reminded of the time when the linotype was first introduced as a straight-matter composing machine — about the same time, by the way, that the National Printer-Journalist made its first appearance. Inventors had been attempting to perfect a typesetting machine for so many years, and with such invariable lack of success, that no one really expected to see a successful composing machine put on the market until one was devised that could think for itself, or at least "think" as effectively as some of the hand "comps" of the time. Of course, it was only a matter of a few months until the linotype was universally recognized to be not only a success, but the only efficient way to set a daily newspaper.

From this time began a great change in the printing business — the change from hand to machine composition on the daily newspapers. After it was found that a linotype could turn out the work of five or six hand compositors, it was merely a matter of how fast the machines could be turned out of the factory.

At first the linotype was considered adaptable to newspaper work only. Gradually, however, a few printers of high grade books and publications discovered that linotype faces were being cut which matched the type faces they were using, both in form and quality of print. In a short time the place of the machine in the book and publication field was assured.

For a time, the idea of the one-machine linotype plant was considered with some misgivings by printers and publishers in the smaller towns. The machine was complicated, and many thought a machinist would be just as essential as an operator. However, after a few had taken the initiative and proved that the one-machine plant was both practicable and profitable, the demand for linotypes from such offices was as large as from the great newspaper and book plants.

Later the publishers of country weeklies began to buy linotypes, and they found them profitable. Even in very small offices where the machine could not displace enough compositors to pay for itself, it was found profitable, because it increased the circulation of the paper by enabling its owner to print more local news, and the machine likewise attracted new advertising and job business to an extent that made it a very profitable investment.

Of late years the tendency has been to set as much as possible of job and advertising work on machines. This has been made practicable to an increasing extent by the introduction of improved and more versatile models of the linotype, and by rapid production of matrix faces suitable for such work, as well as for "straight" book and newspaper composition. The new multiple magazine linotypes are the latest and most versatile models. The Model 8 three magazine machine gives an operator command of three different sizes of type, from six to nine distinct faces, without leaving his chair. An operator seated at the Model 9 four magazine linotype, can set any of four different sizes, from eight to twelve distinct faces, without leaving his keyboard. Complete changes of face, body and measure are made in less than a minute — as quickly and easily as a hand compositor can change his stick, push in the case of type he has been using, and pull out another.

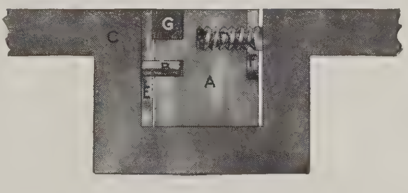
The remarkable popularity of these new machines, although they have been on the market but a little over one year, seems to indicate that they are about to make still further changes in the printing industry almost as extensive as the changes made by the earlier models within the past twenty-five years.

✣ ✣ ✣

Hamilton's All-Steel Patent Cutting Stick

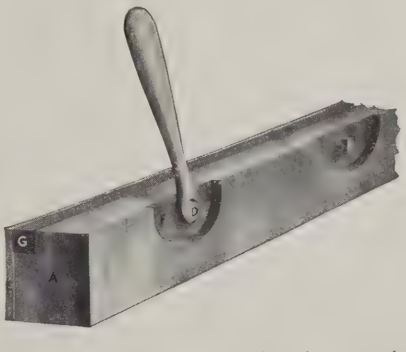
The Hamilton Mfg. Company have just obtained letters patent covering an Improved All-Steel Patent Cutting Stick which overcomes all the objectionable features found in connection with their old style Wooden Patent Cutting Stick with which printers throughout the world are familiar. We show here illustrations of the new Stick. There are no wooden parts to break. There is no turned steel on the end to interfere with full length cut.

It is not necessary to remove the body piece from the groove in the machine bed when renewing the auxiliary cutting strip.



A close fit of the main body piece in the groove in the machine bed is not necessary. A series of bolts, the heads of which when turned outward, engaging with the walls of the machine bed groove, clamp the body piece on the grooves as well as firmly securing the auxiliary cutting strip "G" in the main body piece at one operation.

If the main body piece is not exactly the correct size to fit the groove in the bed and is a little smaller, sheets of rubber or soft paper can be used to raise it to the level of the machine bed and this packing is a positive advantage, acting as a cushion in the cutting operation.



The new Stick is perfectly simple and perfectly practical and is giving great satisfaction wherever installed.

An innovation in connection with the use of the All-Steel Patent Stick is an All-Metal Auxiliary Cutting Strip which the Hamilton Company are just putting on the market. This does away with wood entirely in connection with the cutting machine. The metal strips last longer than wood and give a cleaner and sharper cut to the bottom sheets. Prices for these auxiliary cutting strips in the soft white metal can be obtained from the Hamilton Company or from any dealer in printers' supplies. They will fit any patent cutting stick ever made by the Hamilton Mfg. Company and it will only be necessary to give the length required. It is presumed that the introduction of this new All-Steel Cutting Stick and Metal Auxiliary Strip will revolutionize the cutting of paper on machines as far as the wood auxiliary parts are concerned.

* * *

NEW ERA PRESS SUIT AGAINST CASIMIR VON PHILP COMPANY SETTLED OUT OF COURT

The suit in which the New Era Machinery Company, The Machine Sales Company and The Regina Company were complainants and the Casimer von Philp Company and Casimir von Philp were the defendants has been amicably settled out of court. Under the terms of the agreement The Regina Company becomes the sole licensee under the combined patents owned by The New Era Machinery Company, the Casimir von Philp Company, Casimir von Philp and Bertil von Philp, and will as such sole licensee manufacture and sell the press. The Casimir von Philp Company, Casimir von Philp and Bertil von Philp agree to retire from the printing press business leaving the field to The Regina Company alone. Under this arrangement The Regina Company will manufacture the multi-color presses together with the various additional attachments for performing special operations which both of these presses contain. This press and the devices are covered by numerous patents besides additional applications pending on various improvements.

* * *

Barnhart Brothers & Spindler report a good business for their steel composing room furniture, with orders ahead for several months. The two (2) large orders recently placed were for Stovel & Company, of Winnipeg, and the Winnipeg Free Press. These enterprising concerns will have the finest composing room equipments in Canada.

* * *

For the convenience of the growing Yellowstone Park and Pacific Northwest travel, arrangements have been made by the Denver & Rio Grande with the Oregon Short Line to interchange passengers passing through Colorado and Utah at Salt Lake City without extra charge. The Ogden interchange will also continue as heretofore. This new arrangement becomes effective February 1, 1913.

* * *

Four young women are members of the senior class of the School of Journalism of the University of Missouri and will receive the degree of Bachelor of Journalism in June. One young woman is from Montana, one from Tennessee, and two from Missouri.

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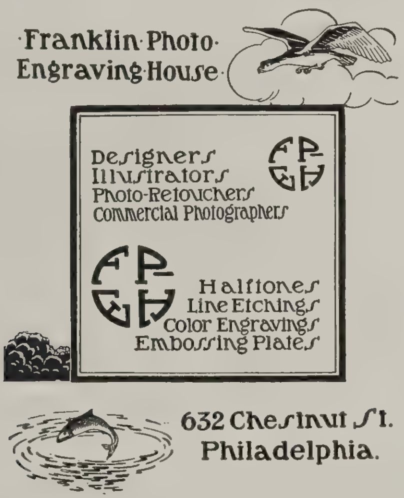

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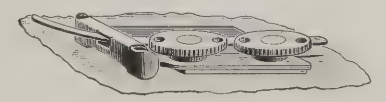

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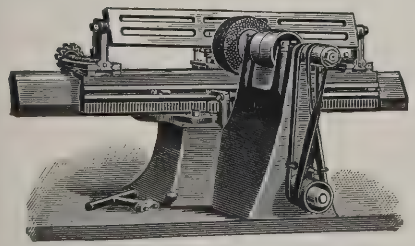

Type E Knife Grinder, Back View

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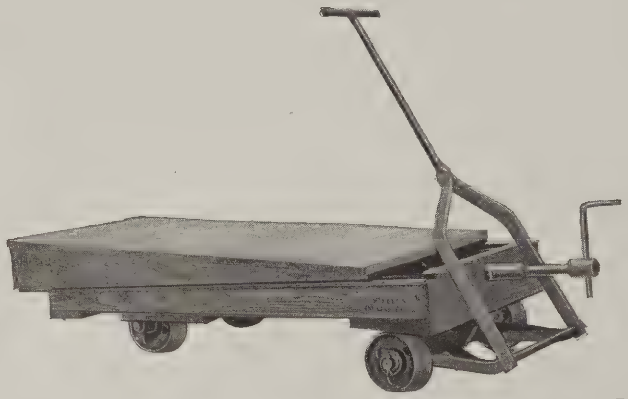

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500 Platforms moved with three Miller Trucks

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Milwaukee, August 23rd, 1912.

We are more than pleased with the truck, and our only regret is that we did not install same sooner. The many advantages gained by using your truck certainly offsets the extra cost in comparison with flat trucks, and we take pleasure in recommending them to brother printers.

Yours very truly, B. J. Cannon.

Niles, Mich., Sept. 12th, 1912.

We are pleased to state that your Incline Truck which we have been using for about a year, has proven eminently satisfactory. As a time and space saver, we count it as one of our best assets.

Yours very truly, National Printing and Engraving Co.

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New Grand Central Palace, New York City
April 19th to 26th, 1913

Will reflect the progress that has been made throughout these affiliated industries in the last twenty years.

This Exposition has been OFFICIALLY ENDORSED by the

PRINTERS' LEAGUE OF AMERICA
NEW YORK MASTER PRINTERS' ASSOCIATION
BEN FRANKLIN CLUBS OF AMERICA
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and they are all co-operating to help make this Show the greatest of its kind that has ever been held in the world.

The Exposition is held coincident with the CONVENTIONS of the American Newspaper Publishers' Association, Associated Press and Printers' League of America and all their members are being supplied with tickets of admission that will admit them any time during the Show.

The various Importers and Exporters, Consuls and Foreign Chambers of Commerce are also co-operating with us and distributing our literature throughout the world, so as to interest the foreign dealers to attend, and the fact is being impressed on these people that this particular event presents to them the greatest opportunity they have ever had to view under one roof all the up-to-date machinery, processes, systems and methods NECESSARY to people in the above lines of business. The Bureau of Foreign and Domestic Commerce of the Department of Commerce and Labor at Washington are printing our articles and invitations in their Daily Consular Reports.

The Mergenthaler Linotype Co. are sending out in conjunction with their January Bulletin, 50,000 tickets to printers throughout the United States and Canada, and an article in the Bulletin will advise all printers and publishers to arrange their trips to New York, so as to be here in April, during the Show.

The Lanston Monotype Machine Co. have arranged to send out 60,000 tickets to the trade — the Dexter Folder Co., 30,000 and other exhibitors (see list on page opposite) many more thousands, covering their mailing lists.

150,000 TICKETS will be judiciously distributed by us through the different business houses, so that the buying public can view the great progress that has been made in the above industries during the last decade.

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See Page Opposite

The Big National Exposition

of Printing, Lithographing, Bookbinding Machinery, Office Equipment, Advertising, Publishing and All Allied Lines

New Grand Central Palace, New York City
April 19th to 26th, 1913

List of Exhibitors

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Dexter Folder Co.
Oswego Machine Co.
American Printer
Daily Newspaper Club
Rapid Addressing Machine Co.
The Seymour Co.
Ticonderoga Pulp and Paper Co.
Inland Printer
F. Wesel Mfg. Co.
The Typo Mercantile Agency
J. E. Linde Paper Co.
Loring, Coes & Co., Inc.
Lanston Monotype Machine Co.
Globe and Associated Newspapers
DeBoise Bresnan Co.
The Publishers' Guide
The Fourth Estate
Editor & Publisher
Auto Falcon and Waite Die Press Co.
Advertising and Selling
The Master Printer
Printing Trade News
Schilling Press
I. T. U. Commission School
The Business Bourse
The Printing Art
New York Master Printers' Association
Mergenthaler Linotype Co.
Hexagon Tool Co.
H. Hinze
Matthias Plum
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Toronto Type Founders Co.
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Sprague Electric Works of G. E. Co.
Mann Litho. Co.
Printers' League of America
Wetter Numbering Machine Co.
Pacific Printer and Publisher
National Printer-Journalist
Walden's Stationer and Printer
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See Page Opposite.

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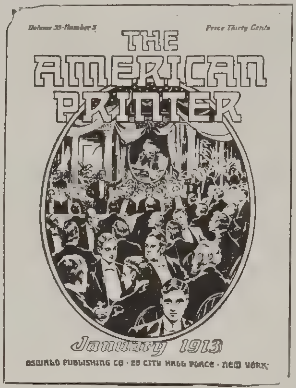

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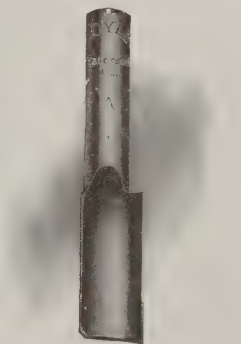

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NATIONAL PRINTER-JOURNALIST

Volume 31
Number 2

FEBRUARY 1913

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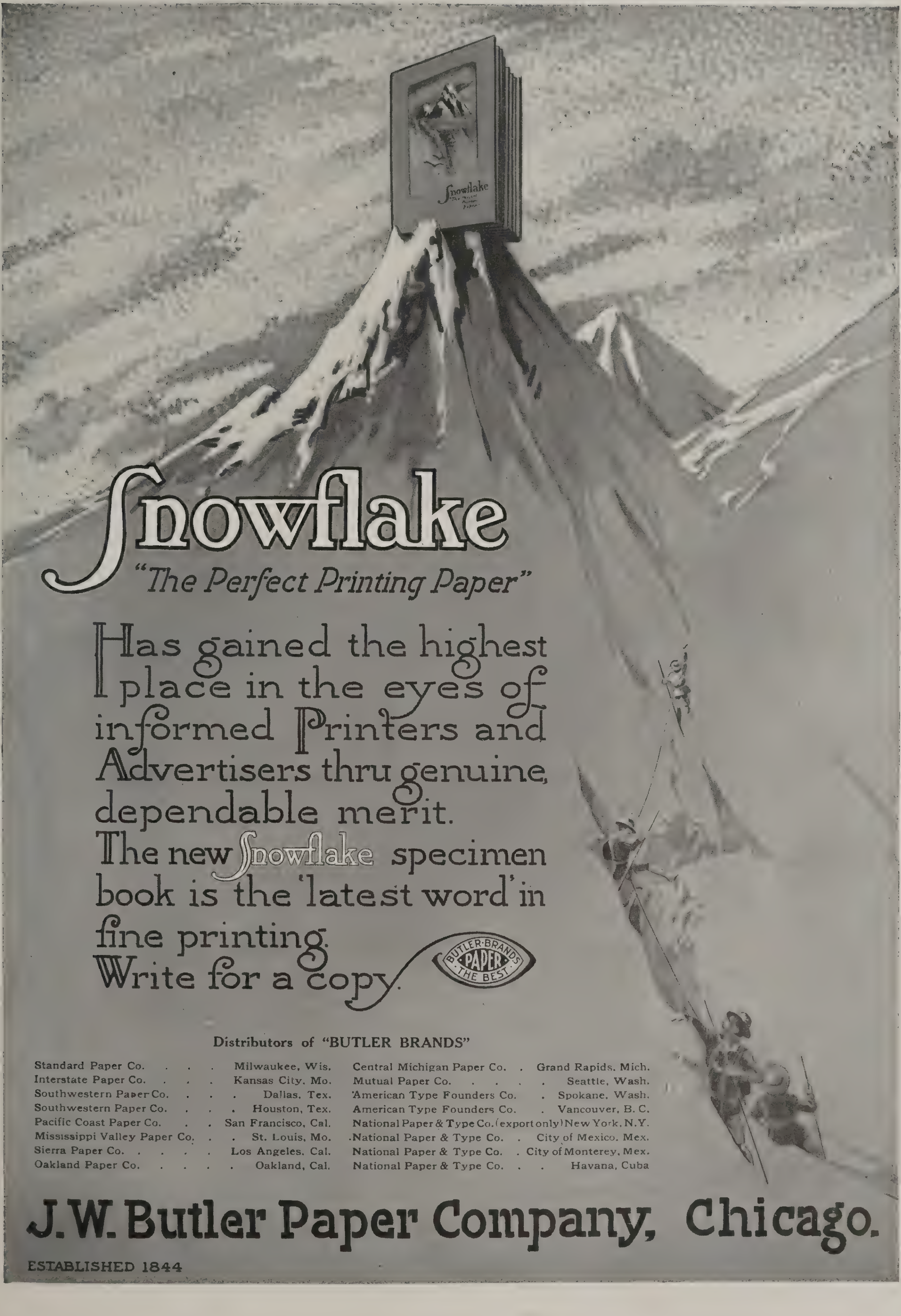

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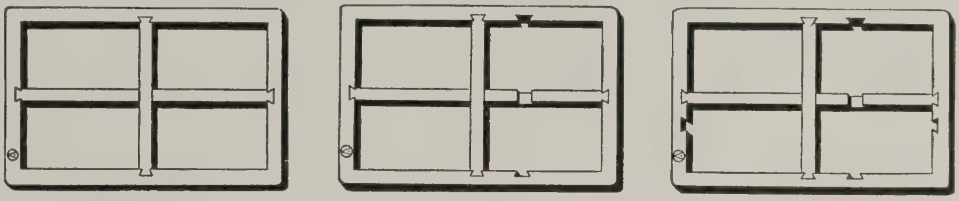

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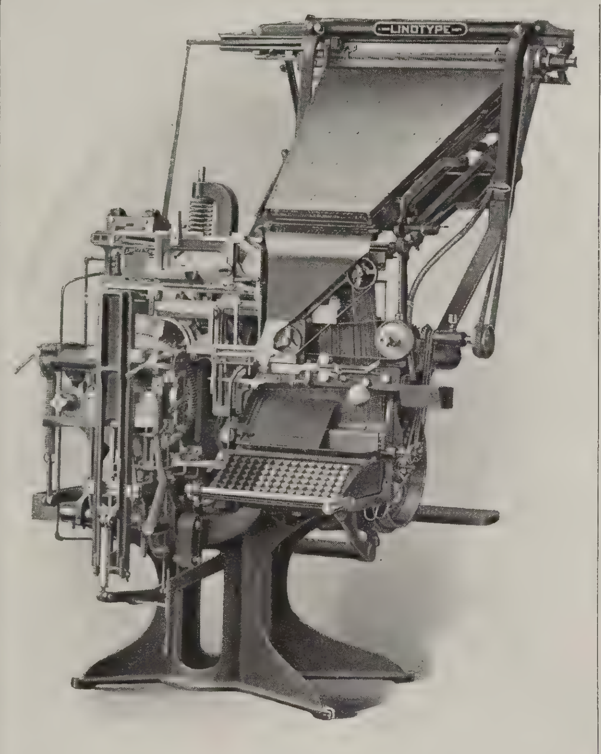

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The Goal

has changed since the chariot-driver contested for Royal favor.

Yet the qualities which enabled the driver of those days to win are the qualities we are using today to win business. The race is no less spectacular because it employs brains instead of chariots.

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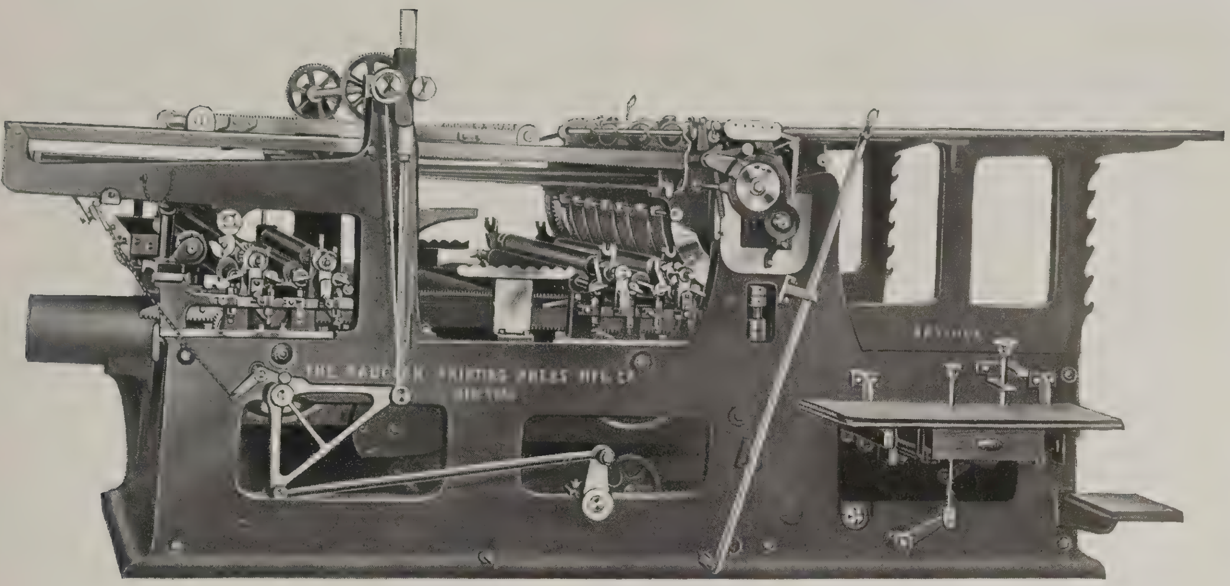

THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
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The Babcock Optimus

The Babcock Optimus

A line half an inch wide across the press where the cylinder engages the form is the impression. The reciprocating bed and revolving cylinder must pass impression smoothly at equal speed and under heavy strain that will not yield. Every element of the problem is important, unyielding rigidity to strain the principal one. Inflexibility under impressional stress is needed by heavy work; the best now is heavy. Weakness limits good service to light forms.

Press rigidity depends primarily upon the supports under the bed, a powerful cylinder and its lifting mechanism. The Optimus adds the strength of its heavy side-frames as a direct force at impression, an important source of power poorly used if at all in other presses, as shown by their sliding cylinder boxes.

That the Optimus possesses greatest impressional strength is quickly proved by reference to those operating it with other presses. Ask such and you will be told that heavy forms are taken from every other press and put on the Optimus to get better product. Features adding nothing to strength in other machines contribute to Optimus rigidity.

Talking on this subject with a pressroom superintendent, we were told, "I have eight — and seven — presses, and constantly feel the need of Optimus machines for our heaviest work. I could save time as well as do it better. If all were Babcocks the firm would be a considerable gainer."

Last winter in New York, on very heavy catalogue work divided among a number of pressrooms, the Optimus printed its forms readily without bother to its operator or injury to itself, and after 300,000 impressions left the plates in good condition. Other big machines broke under the same work; some new ones bought especially for the job, printed it, but were practically ruined, and some were forced to cut forms in two and print half sheets.

Almost regardless of other qualities the press with greatest strength is the best press. If to this superlative quality be added a smooth and perfect driving motion; ample distribution; assured register; a time-saving delivery that needs no change whatever for sheet sizes or thicknesses; high speed and splendid endurance, we have the Optimus as it is. The originality of these features and their effectiveness in the Optimus make them particularly interesting. The comprehending admirer of high class, well-balanced and efficient machinery must approve them. He will like details; and a brief description of those features that make the Optimus better we shall give here later.

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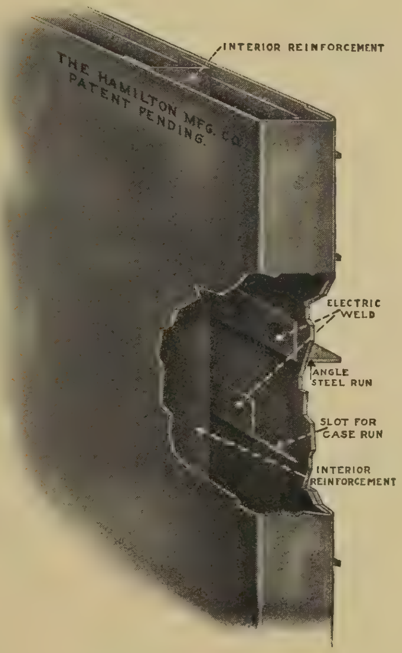
Hamilton Steel Furniture

Look Behind the Finish

ONE of the most important features of Steel Goods is in the backbone; be sure you don't draw a wish-bone instead.

The illustration shows a section of the double walls of a **HAMILTON** Steel Cabinet. Note carefully the construction — it means permanence. It means when you buy a **HAMILTON** Steel Cabinet, you're thru buying unless later you need greater capacity. Then you can add more like them. You'll insist on Hamilton Quality then because you'll know its real value.

But now before you buy — Look! Note the heavy walls of steel reinforced with channels, which not only strenghten the Cabinet but support the runs as well. The runs are of formed steel angle, 14 gauge. They are strong enough to hold the weight of three men alone but are even stronger when placed thru the slotted steel side of the Cabinet, with the inner legs electric welded to the side. Better still, they are accurately spaced by reason of the slots which are cut within a few thousanths of an inch. This means you can have the maximum number of cases in a Cabinet with everyone working smoothly and right.



Our cabinet ends are constructed of two sheets of steel spaced 1⅛ inches apart, with two steel channels running from top to bottom of ends. The sheets are riveted to the channels, forming a solid, compact, double end. The legs of the steel runs are placed thru slots in the inside sheet and the inside legs of the angle are electric welded to the sheet. The channels running from top to bottom of the ends between the two sheets of steel would be sufficient to hold the steel slides in place without any other support, but in order to produce the best possible construction, we electric weld the runs to the sheet. This gives greater strength to the whole Cabinet and to the runs as well.

Next month we will show other details of Hamilton Quality construction, convincing arguments why you should specify **HAMILTON** Furniture — the furniture with thirty years experience behind it.

THE HAMILTON MANUFACTURING CO.

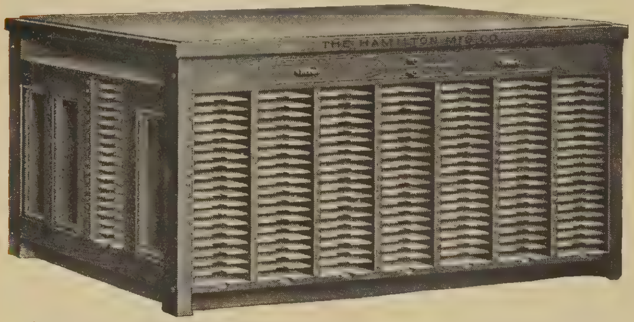
Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

HAMILTON GOODS CARRIED IN STOCK BY ALL TYPE FOUNDRIES AND DEALERS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Hamilton Wood Furniture

HAMILTON QUALITY in Composing Room Furniture is a well recognized quantity the world over wherever the printing press has been the means of illuminating and dispelling the myths and prejudices, hoary with age. In this connection, touching the power of the press, the fact comes to mind that the great Government printing-plant at The Hague in Holland is equipped with Hamilton Composing Room Furniture. Thus in a humble way Hamilton Printing Office Furniture will be a link in the tangible chain of circumstances working to the overthrow of the last great legacy of the Dark Ages, "The God of War." In far off Tasmania, in New Zealand, Australia and the Straits Settlements, in India, thruout Africa, in France, England and Belgium, this trade mark on Hamilton's Composing Room Furniture is almost as familiar an object to the eye of the workman as it is in North and South America, where it is the recognized emblem of standard quality in sixty thousand printing plants. It is obvious that the reason of this supremacy in reputation is the quality behind the goods.

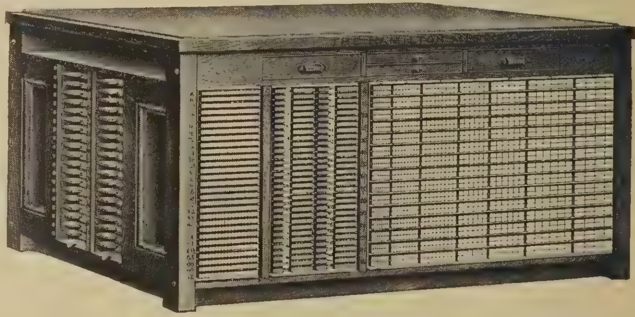


Showing One Side of the American Imposing Table with Book and Job Galley Shelves

Improvement in Connection With Imposing Tables

There has been a wide development recently in connection with Imposing Tables. The newer types would now seem to be the acme of perfection, with the material compactly arranged and in most convenient position for the workman, with a view of economy in the use of materials and the saving of time at rush moments, when seconds rather than minutes or hours count.

The American is one of the latest Imposing Tables offered printers. One side is equipped with galley shelves to accommodate book and job pages on galvanized iron or pressed steel one-piece storage galleys of our manufacture, size 8¾ x 13 inches. All galley shelves are consecutively numbered.



Showing One Side of the American Imposing Table with Labor Saving Furniture and Reglet Racks

On opposite side of the American Imposing table are racks filled with labor-saving reglet and furniture in practical lengths, also a central rack for steel furniture. In the ends of the American Table are additional galley shelves for book pages. This Table has recessed ends and dustless base, metal furniture drawers in the upper rail and all other modern features. *Complete descriptive circular showing this and other up-to-date imposing tables sent on request.*

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THE

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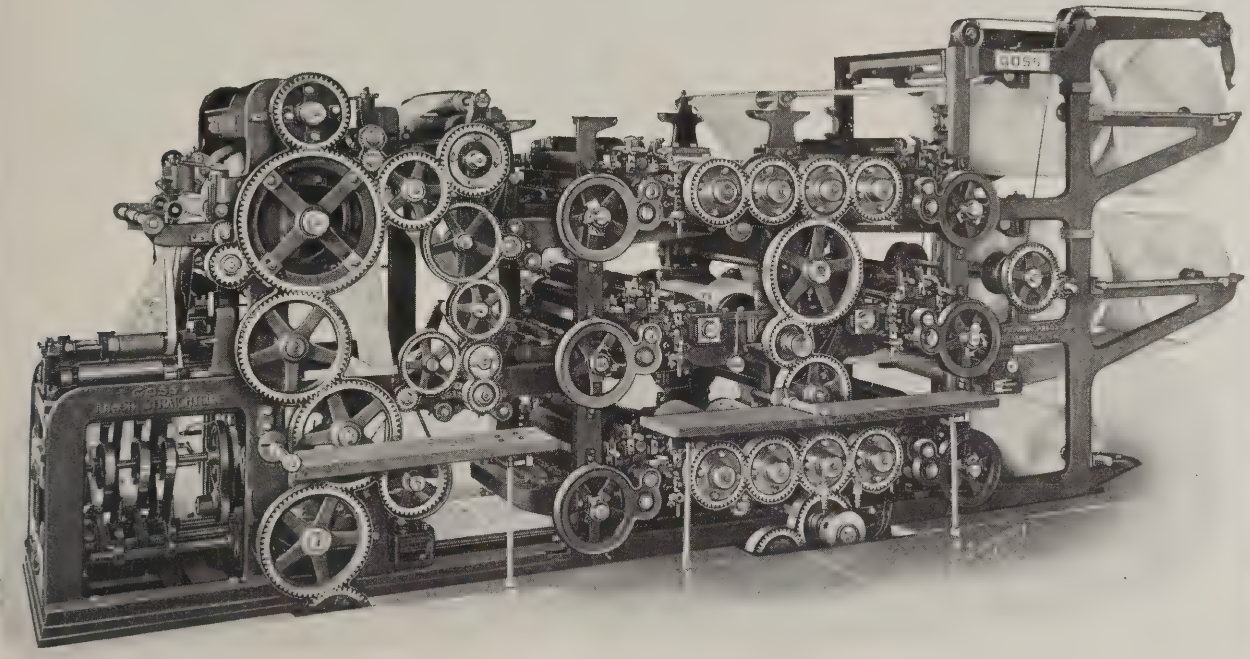

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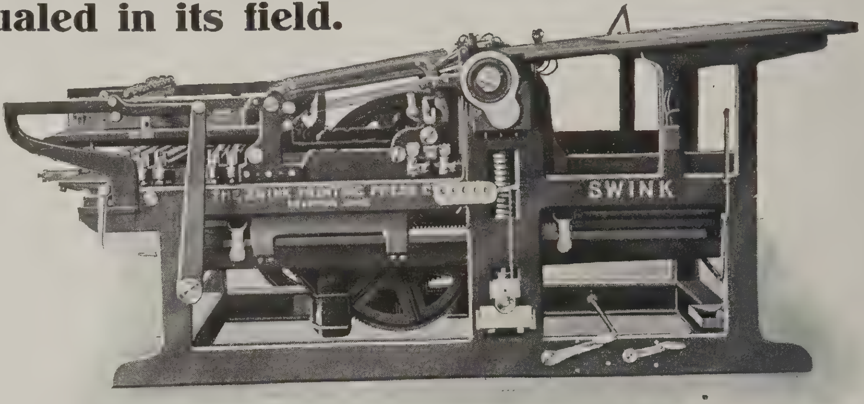

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¶ The printers who have installed our presses know the advantage of these important items. Let us convince you and add to your profits.

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SIMPLE ELEGANCE CHARMS DOUBTER
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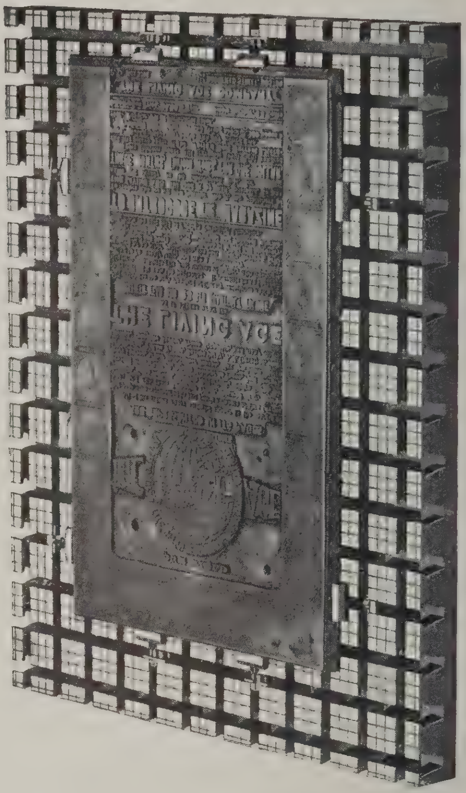

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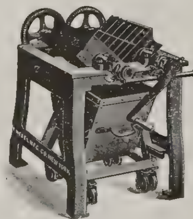

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In ordering, please state whether shipment is to be made via freight, express or--
PARCELS POST-.

Yours truly,

THE QUEEN CITY PRINTING INK CO.

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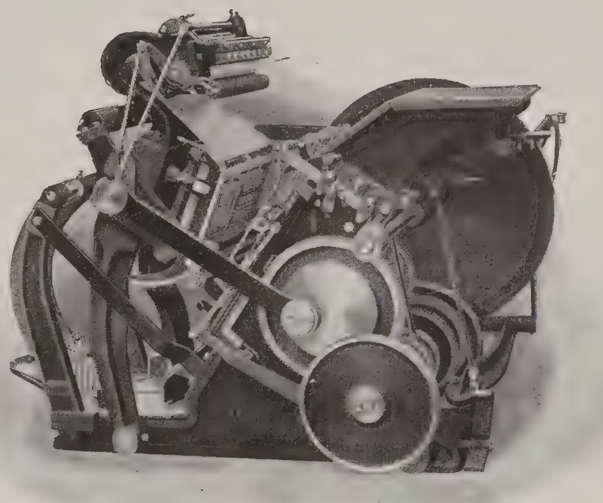

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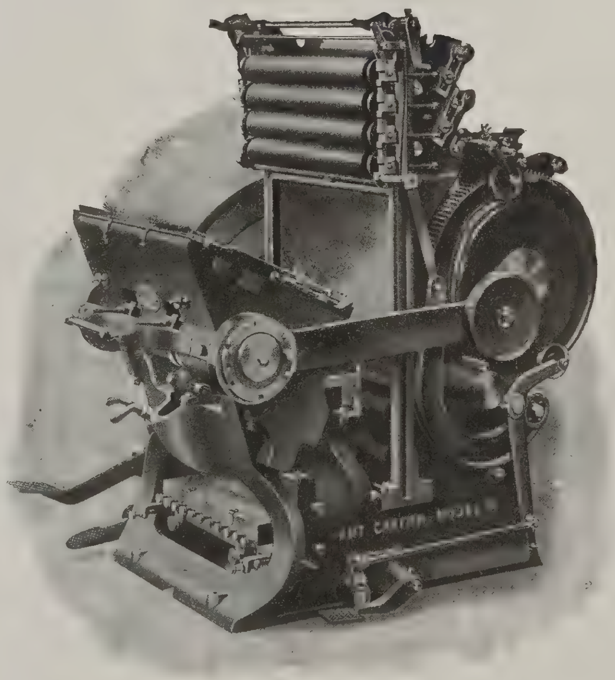

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These are the results obtained in book, job and catalogue composition when placed in our hands. Your correspondence is earnestly solicited in regard to the production of booklet, catalogue or publication, with the assurance of highest class workmanship.

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Photo Process Engravers & Electrotypers

Desire to announce that they will open early in the coming new year an up-town branch in the Graphic Arts Building, 207-217 West 25th Street, New York, for the benefit and convenience of their many customers in that part of the city. They respectfully solicit the business of all printers, publishers and others who desire engravings of the highest grade and of perfect printing quality.

The main office and plant at 21 and 23 Barclay St. to 26 and 28 Park Pl. will remain at the same location where this business has been conducted for the past 35 years.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-One Chicago, February, 1913 Number Two

Efficiency, With Comments and Three Prize Articles

Suggestions on Efficiency

By Channing Barnes

"EFFICIENCY," illustrated in the picture taken from the issue of January 21, of "Life," make a laughable anti-climax to the suggestions in these articles. Yet it points a truth that must not be overlooked in scientific management.

The real danger point that any system must pass before it is useful is that in which the human element is left out or overlooked.

The real basis of scientific management must be the study, training and selection of the man for the job. Nothing can be solved in this world without the personal equation.

This is where we first hear the cry, "You are making machines of men and you are taking all the individuality from them."

Right here we will consider this problem. Previous articles have taken up the arrangement of materials, the planning of work. When these have been organized we have merely prepared to get results.

Efficiency and the Individual

Studies in working gangs have proved the fact that where a group of men are working together the constant tendency is for the whole group to slow down to the speed of the slowest man. The natural attitude for a man to say, "If that guy can hold his job, I don't see why I should break my neck." Or a naturally good workman (having his work planned and materials supplied) is pulled down by the feeling that he is making up for the deficiencies of the slower men who cannot or will not make good.

To remedy this we have provided the task — a carefully proportioned time for each operation. Then to give the workman a fair show we should provide him a place on his time card for "cause of delay." Now we must take pains to train each operator in the best possible way, to select the man best adapted to each class of work and, after giving him every chance, to pay him on his individual record of work accomplished.

To avoid all favoritism the foreman of a department should be a supervisor — a teacher. He should be the most skilled man available for the operations carried on under him. He should have the patience and ability to impart his knowledge, studying out the one best way to do a thing and showing his men that way.

Efficiency Crank—Young man, are you aware that you employed fifteen unnecessary motions in delivering that kiss?

(Reproduced from *Life*, New York)

Take the composing room foreman. He is now required to drive the work, to give out hasty instructions, to be a judge of human nature, to oversee a thousand and one details of operation, and finally to possess some art feeling in his line. No two or three men can be found with the attributes or training to do these things and do them well. Hence we constantly see the hiring and firing of foremen. No employer gets a man good in some points without a total lack in others. If he be an inspirer of effort, a skilled leader in the work, he is lacking in detail, or if he is an artist printer, he is perhaps overlooking the mechanical imperfections in composition.

Having already provided for the layout and routing of work in the planning room we can develop a type of foreman who can do his work well and be a definite help to the men under him. He can inspect the tasks laid out and can immediately take up with that department any mistakes in layout or typesetting. He will oversee materials and discipline. He will inspect forms for justification. But most of all he will study and aid his men in best methods of production.

Don't shy at the fear of not developing taste or originality. I have worked with many men of many minds, and in that time I have found compositors who were lightning men on make-up and yet neither wanted to nor could do delicate job work; others who were capable of laying out jobs were slow at composition or, with their minds on the appearance of the job, failed to justify two lines alike — and many other misfits.

* * *

HOW THE MANAGER MAY DEVELOP 100 PER CENT EFFICIENCY

By Walter Jack, Hillsdale, Mich.

"I wish we had a good, live man here running our paper," a banker once told the writer. The editor in the small town was 100 per cent minus in efficiency, and the remark evidenced that not alone among the craft but among all classes of men who are brought in contact with the printer there are those who demand of him the highest point of efficiency.

My views are from the viewpoint of the manager and editor of the small weekly paper. Such a paper, if properly and efficiently conducted, will do more for its community than any large daily paper could possibly do in its proportionate field.

People demand a right paper and the right man at its head. It all depends on the man, and every turn he makes must be for popular good and must accomplish results. He must have his business carefully systematized, and have equipment that will produce results with the least outlay of time and material.

In the country office, the greatest enemy to efficiency is putting off until tomorrow what can be done, and what should be done, today. The country newspaper editor takes it easy Friday and Saturday, makes Monday a light day, and about Tuesday afternoon he gets down to business to get ads and copy for the Thursday afternoon run. He promises to do better next week, but he does not do it. The same old remedy that I advise has been prescribed for decades.

Go after news, don't wait for it to come to the office. In the first place, tell the readers through the columns of the paper to call the office, and notify you of personal or local items. In my own experience this has brought three columns of personal news in each issue, and more than doubled the local columns. Tips of big stories from all parts of the county would come in, and the gathering of news came to be almost automatic, when the suggestion was kept continually before the readers to phone — expense the office — important items. When this is done, publish the contributors' names, and offer a word of commendation.

Don't delay present work to visit. If the editor is doing his own reportorial work, he should make the rounds of the town every morning before the salespeople get busy handling customers. After a few weeks they will save items for him. They will expect him to come and frequently will have a written story ready. There are always people in the small towns who can scent a wedding a year away, and who know family history for forty years back, and always keep a guest book in their heads. These can be relied on to give good news, but it must be handled with care.

It is a fact that the greater number of names to the square inch on the printed page, the more successful the paper. Get names of everybody that may be interested in the paper, or names that may interest people in the paper. Keep getting them every week.

Keep track of everything doing. It's dead easy if you know the system. Get the system habit, and stick it out until it becomes second nature. To do this have a desk with flat top and absolutely no pigeon holes to lose material in it. The desk will do more than the best reporter you can hire if it is one of the right kind. Get one with two stacks; each stack should be composed of a deep drawer for filing at the bottom, and two shallow ones above it, and a drawer between the stacks for pencils, clips, etc. On the right side of the desk, the top shallow drawer should be divided for a card index system, and make up the mailing list on these cards. They will then be accessible for instant reference. The next lower shallow drawer should be for work to be done, and the one below, which is deep, should be for vertical filing of samples of printing, and specimens of stock used most frequently.

On the left-hand side, use the top drawer for stationery and envelopes and the next drawer below for matter for publications, and the lower deep drawer for a letter file.

The typewriter must have a place. This should be at the left hand of the desk, either on an auxiliary stand, or, better yet, on a swing shelf, so it can be brought about for instant use. Have a blotter tacked down at the further end, and a memorandum pad fastened to the edge of the blotter with a large paper clip. The telephone should be at the right side of the desk and mounted on a telephone arm. A folder in which the work of the office should be outlined should always be at the right hand. This can be made of press-board, four leaves size 10 x 14 inches, and inside the first opening work for immediate attention should be placed, the work for the following day in the second opening, and work for future consideration in the remaining two openings. A desk tickler should also be kept in a small compartment in the top drawer, separating it from the other cards, or in a special card box on the surface of the desk. This should contain alphabetical, month and day of the month guide cards, and in this should be filed anticipated events, notices of club programs, and business notations, so they will come up in time for publication, and by all means keep up the tickler. It is used in business houses where the details handled are nothing compared with those in the country printing office. Keep everything clear of the desk. A business man who absolutely kept his desk clean declared that it was like the deck of a battleship, continually cleared for action.

In working, unfinished duties should be placed at the right side of the desk, and when completed crowded to the opposite side. When a letter is to be filed, do it immediately. These are not original ideas on desk system, but they have been worked out by business men shouldering heavy loads, and have panned out. After trying every possible plan to handle my work effectively, I adopted and adapted this desk system, and it made good.

Keep the exchange table clean and systematic.

Work every minute. Do not get excited, be slow, but be accurate, and do not make two movements about the desk where one will answer the same purpose. An office manager with whom I am acquainted, I declared once was slow. I knew him better two years later, and I find he does more work with less ostentation than any man I ever met, and he has spare time besides.

Hundreds of country newspaper men spend one-quarter of their time reading incoming dailies and exchange papers. Cut this down to thirty minutes at the outside — that is enough — and have a certain period during the day to do it.

Don't get the visiting habit. Another quarter of the country editor's day is killed by visiting with patrons who want to discuss weather, politics and hobbies. The business man who accepted the management of an office in a small city was beset with visitors the first month. He kept track of the time he lost, and the first month billed his callers at the rate of $1 an hour for the time they had killed during business hours. He gave them a jar, and if the editor could spring the same thing, it might save him many late hours. Always be busy, and let your visitors see that you are busy. But do not be too busy to be courteous.

When you come to the office, go at once to the tickler and the desk folder, and know just what is to be done that day. Keep your work up to date. If a wedding occurs Friday night, see that the report comes in the following day, even though the paper does not appear until the next week. Keep news up in the weekly as though it were a daily, and keep at it. Do not start a system, and then drop it. Burn all bridges behind, and go in with the one purpose, to make it work, and it will work.

Keep sufficient copy ahead to bury the machine. That is safer than to keep the operator shouting continually for more stuff. Get the people in the habit of sending in their news, stories of their social events, weddings, obituaries, historical articles, farm news, and the editor will find they will do more than half his work.

Don't lay around stores visiting with business men, or hang around the cigar stand or pool room. I know an editor whose efficiency is reduced from 100 to 30 per cent, because he will spend part of his time in daily visits about town. Another editor sacrificed 1,500 from his list in the face of competition because he spent half his afternoons at the commercial club playing cards or pool with some of the boys.

When closing time is due, be the first man out. Lock the door, and forget the office. Forget your business cares and troubles, but when it is time to open again, be the first man there. After work, rest, don't worry. Twice the work can be done the next day. There are times when overtime is necessary, but do not make it such frequent practice that it becomes habitual.

Pay yourself a salary. Pay a good one. Be the best paid man on the job, and see that the paper meets its pay roll, pays interest on investment, improvements, and all bills as well as to create a fund with which to do promotion work.

Don't be a grouch. Do the work with a happy spirit. Talk up the town, and after business hours do your mingling, your extra reading, or enjoy society, but while at work let one thing be first and that should be business, and business only.

Above all, read the journals devoted to the business. They are correspondence schools in the interests of the work. Organize, and work with the fellow editors of your county or district.

Try to do more today with less effort than yesterday, and think, and you will become more efficient daily.

[Editor's Note: The foregoing paper is indeed refreshing, and rings especially true to my ears. These points so forcefully put, have set me back many dollars when running a country newspaper office.

Mr. Jack is an experienced newspaper man formerly connected with the Hillsdale Leader, but now field representative of the Rural New Yorker. It is with great pleasure that the judges award him the first prize on efficiency.]

* * *

THE CARE OF LEADS AND SLUGS

By Olin H. Chase, Newport, N. H.

Perhaps one of the most wasteful methods in large composing rooms is the lack of oversight in the sorting of leads and slugs. This work is usually done by apprentice boys, and about all the attention they receive is an occasional "bawling out" from the foreman.

The method generally followed is for each compositor or man breaking forms to dump leads in an ever-accumulating pile on a dead stone or bank. Then the lads are expected to pitch in and scrabble over the pile, get them onto galleys and sort them in cases or rack.

Leads and slugs should never be placed in a pile, should never be dropped on the floor and should never be allowed to accumulate in any place except on galleys. As each compositor finishes a job he should place his extra slugs and rules on edge on a small galley, ready to sort. It takes him but a little more time to do this than to pick them up and throw them at something. These galleys should then be regularly picked up by apprentices and replaced by clean galleys.

The filled galleys should be placed on a rack near a sorting station and apprentices required to sort their share of the day's accumulation, followed by an inspection of their work. In breaking forms, also, all material should be put at once on galleys for cleaning and sorting. The reason for wood galleys is that a few can be made for this purpose and they will never be pre-empted for type matter. Furthermore, a piece of rule or a lead is never perfect after being scraped on a steel galley.

One can understand how a pressman will smash up a few leads working up in a form in a desperate, though ill-advised, attempt to prevent his press standing idle, yet there is no understanding the cussing the composing room gives the press room about bent leads when such practices are allowed in the sorting of this same material.

[Editor's Note: The above paper calls attention to one of the many little leaks in printing economy. The sorting of leads and slugs comes under the stores problem in scientific management, in which there is more potential possibilities of invisible loss of both time and material than in any time checks on constructive work on jobs.

Mr. Chase is the editor and proprietor of The Republican Champion, of Newport, N. H., an active booster of his home town, and recently elected as a Representative to the General Court in his state.]

* * *

APPRENTICE EFFICIENCY — THEN AND NOW

By Harry Klock

In this article we will speak of some of the experiences of the printer's apprentice, or "devil" as he was formerly called, along the lines of his training toward efficiency.

We will first cite a few of our own experiences in those days when we thought the shop would close if we weren't there, when to our sorrow the "boss" would come flying out of his sanctum, with a real, straight-from-the-heart chastisement for the poor "devil" because we had not delivered someone's letterheads that he told us about yesterday. Then after that order he had remarked that about twenty bundles of print paper must be opened; wood split, enough to last all day tomorrow, as we would all be too busy to do it then; after which, the walks must be cleaned; shop cleaned out; about twenty galleys of bourgeois proofed up for reading that night. Then someone would want some cases cleaned out, and in the excitement we would forget that legal cases were shorter than regular news cases and in sliding one off the rack — Bing! — one is dumped in a heap on the floor, and, of course, always the best case. Who then was the first to appear on the scene of the trouble, but our dear "boss"? Then it was we would be told that we were not worth a half of that $1.50 a week we were receiving, so to avoid losing our much prized chance to learn to be a printer the six-point was cleaned up and put in a heavy paper and after it was dark that night the "awful pi" and the empty case were tugged home. Here it was placed on the kitchen table and each little letter was put where it belonged.

Our dear old Grandma sat by and watched with interest our youthful toil, till at last the case was filled. The night following our midnight labors we tugged our prize back to the office, and when we were asked about that case, it was a proud boy who showed the "boss" the sorted case. But he only vouchsafed a noncommittal grunt and returned to his desk. But the little "devil" was sure he had learned something.

There are few of us who have forgotten our first chance to learn to set type, and after the proof was taken we thought we had advanced sufficiently to be taken into the firm, but when our proof was returned, it was then that our efficiency was again criticised and we were talked to like this: "What do you suppose those 48-point letters were put in the different letter boxes for, just to look at?" We did not answer, but right away were informed it was for our education and that unless we would do better, we were in danger of losing our first step toward being another Carnegie. Then we braced up again.

Those were the "good old days," when we had to sweep out the shop; clean sidewalks; build fires at 6 a. m.; wait on the comps.; carry mail from and to the post office, take the papers to the postoffice, with a chance to feed press perhaps once a week, and once in a great while learn to set type, but still we were learning to become more and more efficient each day.

At last a new boy showed up and we then were put through the mill in all branches of the business, and we had to dig to keep up with the fellow just ahead.

Finally one bright day years after (it seemed ages), we started out into the big, cold world to our first real test, but in a couple of weeks the new "boss" calls us onto the "carpet," pats us on the back with these words: "Stick to the business, son, you are going to make an efficient man for me some day; don't lose interest; buck up with the rest of the men, and you are here to stay." How different those words sounded to our ears, compared to our former employer's.

We have gone on in the business as job compositor, till we are at last asked to take an apprentice boy (not "printer's devil" now — they just abound in the country print shop, and do everything) under our wing and try to teach him the fine points of setting type, from straight matter to the finest example of the "art preservative."

Everything is progressing finely when the bell rings twice, my apprentice is sent down town, returns two or three hours later, tired and indisposed (to work). Result: I finish the job he had started to do, then after he once leaves his job, it's a case of several strong talks to get him back to work, but all the time, in his mind he is an efficient job comp., and hollers for more money as soon as he can set his own name in type.

Pretty soon the foreman shows up, the comp. gets a "bawling out" because the kid is not kept busy and made to work. I would that all apprentices learning their trade today in the city print shops had to spend at least six months in the country newspaper office, then we would have more good, efficient printers than we are turning out of city shops today.

The apprentices today are abused, kicked around, and not allowed to learn according to their notion, but we, that were taught in the good old way, looking at these boys, feel sorry for them because they don't have more to do to keep them busy and thinking, but we're sorry to say we can't make the present day apprentice realize the difference.

I would that each office had a few fixed rules and laws governing the apprentice's education in the trade he has chosen, then we would see real efficiency, and better printers.

[Editorial Note — Mr. Klock has set forth in a humorous manner one of the crying evils of the apprentice problem. He is an all around country-bred printer, learning his trade in several small towns in central New York and is now employed at The Abbott Press, Chicago, as head job man.]

* * *

"THE PRINT OF LONG AGO"

Before his case of "brevier,"
The old time printer stands;
A man of little speech, is he
With swiftly moving hands.

His nimble fingers, flying fast
Now drop with pleasant click,
The types and spaces one by one
Into the shining stick.

Across his brows, his eye-shade rests,
Much worn and soiled by age
While from the wall a bracket lamp
Illumes his copy page.

Swift back and forth his fingers fly —
He knows he must not fail
To get his copy up in time
To catch the evening mail!

See, now he's done. He takes a proof
And finds his work "o. k."
Then hastens to the stone, and locks
The forms without delay.

The planer and the mallet, then
He plies with "tattoo" sound —
Then off to press, and soon we see
The wheels go moving 'round.

Thus, memory presents to view
Those scenes we used to know —
The country shop, our 'prentice days
And the "print" of long ago.

— ROSCOE E. HAYNES,
Fairport, N. Y.

Criticism of American Newspaper Ideals and the Lack Thereof—Responsibility and Breadth of Service

IT is foolish in this age for any one to imagine that any business can be worthily conducted or can be permanently successful on the mere idea of buying and selling, a disregard of all thought as to the interests or well being of those with whom one deals. One's own prosperity depends upon the substantial prosperity of those with whom one deals and this is especially true in the newspaper calling.

It is important to know what is news and how to present the news in the most pleasing and entertaining manner, yet the effects of that news on the readers and the manner of its interpretation and application, through editorial comment, for the benefit of the patrons of the paper, are little if any less important.

There are some grounds for the criticism of American papers made by R. A. Scott-Jones, an English journalist — cited in the January issue of the Michigan "Bulletin," the official paper of the Michigan Press Association — who says, speaking largely of the sensational metropolitan press: "The average daily does not exist to propagate ideas."

> Papers are the commodity in which they deal — an elastic commodity which on occasion may subserve other business interests. It is their belief that the general public — the majority for which they cater — demands constant sensation of the crudest kind; that it demands variety; that it detests continuity; that it prefers the language of slang to the English language. They cater, in fact, for every one who can read, for every one who has come under the spell of elementary education. They refuse to ignore the tastes of the most ignorant or even the most brutalized of readers, and they persuade themselves that these are the majority. Let me not be misunderstood. I am not attempting to disparage the motives of the American newspaper owner. His motives are just as good as those of the Englishman who is in the same position of power. The desire to win a title is certainly not nobler than the desire to increase a fortune. The commercial system of exploiting the coarsest tastes of the community is not one whit inferior to the system devised in England for exploiting the sentimentalism and the faddism of the public. I would rather see the frank exploitation of the depravity of New York than to witness the insincere exploitation of what passes for "conscience" in England.

The criticisms, however, are not true as to many of the metropolitan papers. It is certainly not true of such papers as the New York Times or Post, or Brooklyn Eagle, or of the Chicago Tribune, Inter-Ocean, Herald or News, or as to scores of other papers, where the highest standards are maintained and the patriotic service of city and the state, and helpfulness to all readers are placed as the leading motives.

Further on, Mr. Scott-Jones calls attention to the condition that we have so often mentioned — that of the universal general news and telegraph service that has made all newspapers largely "local papers" in the matter of breadth of circulation.

There is, however, no reason why home papers in their fields "that prevents them being national" should not deal fully with all national matters, for all their readers are citizens of the whole republic, interested in and, in a wide sense, responsible for its welfare. They are the sovereigns and this fact should never be lost sight of by the newspaper maker, even of the smallest municipality. There is in some cases an apparent tendency to leave national matters to the consideration of the dailies of the great cities, forgetting that these, today, are largely local, confined to the great municipalities where published.

We remember, at one time, when talking with Mr. Adolph Ochs, publisher of the New York Times, we mentioned the great admiration for his paper that had been expressed by a Chicago subscriber and asked if he made any effort to secure such outside subscribers. He replied in the negative and asked why he should make any such effort when there were millions of people, more than he could possibly serve, within a radius of a few miles. But were there not local papers able to furnish the news, so that there was a large and active demand, the papers in the great centers would plan to meet such demand, for it would be urgent and profitable.

Still Mr. Scott-Jones says that "the localization of American newspapers, the present impossibility of their being national papers accounts for so many of their obvious defects."

> It partly accounts for their commercialism. It partly accounts for their inaccessibility to ideas. How little space is devoted even to politics, excepting at particularly exciting moments when Mr. Roosevelt may be on the warpath! How great a space is devoted to business and corporations! The "leading article" or editorial is a feature which no English morning paper has dared to neglect; but the corresponding editorial page in America is generally beneath contempt. Usually it is the part that is worst written, and it is entirely lacking in authority.

Now this criticism, as to lack of editorials, is not generally true of our most truly representative newspapers and one of the most redeeming features of some of the sensational papers is editorial departments. There are few lengthy editorial leaders, to be sure, but vital questions and current events are intelligently and pointedly, if concisely, discussed. There is no doubt about there being much room for improvement as to the editorials in very many of our newspapers.

The tendency has been to place the giving of the news as the one great consideration. The editorial department should be that which gives personality, power and influence to the newspaper and commands highest regard, loyalty and continued confidence.

The more general view or, at the least, the prevailing opinion among the publishers of the best and most highly respected and most worthily and permanently successful newspapers of America, both in the larger and smaller cities as to responsibility in politics, has been recently well supported by A. C. Hotchkiss, of the Dallas County, Iowa, News, in part as follows:

> The field of the newspaper in politics is a very important one. The newspaper in politics should be honest, and it should preach honesty in politics. As self-government calls for political activity upon the part of the people, the newspaper as an exponent of public thought ought to seek to promote moral and intellectual betterment among the people.
>
> Both a newspaper and a politician without moral principles are dangerous elements in our political life. The editor who by editorial utterance and upright living elevates the moral tone of no matter how large or how small a constituency has done a noble work.

* * *

Truth and Co-operation

The Associated Advertising Clubs Doing Splendid Work Along These Lines

The Associated Advertising Clubs of America have adopted a new emblem emblazoned with the word for which the organization has stood from the beginning. The design is in the form of a circle, on the rim of which is embossed the name, and in the center is the globe showing the western hemisphere, or rather the two Americas; across the center of the sphere is the word, "Truth," for which the A. A. C. of A. absolutely stands in all advertising. There is nothing against the dressing of facts in attractive style, but the truth must pervade all. The next convention is to be held in Baltimore in June, and propaganda as to the convention and work is coupled with the exaltation of the cardinal principles of absolute candor or truthfulness that must underlie all successful co-operation.

W. R. Enery, of Chicago, President of the Central Division of the A. A. C. of A., in a recent communication appearing in the January issue of Associated Advertising, says:

> No detail of a business is more important than its advertising department. The business man will encourage his sales manager to affiliate with the organization of sales managers; he will gladly authorize and in every way encourage conferences of his own salesmen; he will give every aid that promises to add to their efficiency. Likewise, he will aid and encourage his buyer and his credit man to mingle with others of his class, that he may be broadened and bettered, well knowing that the business will reap the benefit.

Truthfulness is necessary to all successful co-operation and the two are the basis of all the modern ideals of worthy, permanent success, no less in advertising than in all other departments of business. This old world has been a long time in getting away from the thought that advancement, acquirement and all personal or national advancement must come through contest, and deceit or misleading "diplomacy."

The old way used to be thought heartless competition, the putting down and despoiling of others, hoarding one's own knowledge and downing all rivals. Diplomacy was synonymous with deceit, but now the highest diplomacy is the most direct truthfulness, founded on justice and backed by the determination to give and demand both truthfulness and justice.

The more general has been the practice of these principles the greater has been the accomplishment. Men and nations no longer expect to live by or for themselves but through the advance of all, through the interchange of knowledge and effort to advance together to those higher conditions and accomplishments that otherwise would be impossible.

Co-operation means the very opposite of monopoly, though many politicians and some business men, trained in the precedents, the traditions, the practices, the struggles of the past, seem slow to recognize these facts. The A. A. C. of A. as an organization is doing a splendid educative work.

* * *

Co-operation in Ascertaining Cost of Machine Production

Proposal to Make the Same a Feature of the National Printing and Advertising Exposition at New York City

A VALUABLE suggestion has been made by O. P. Hatton, Advertising Manager of F. Wesel Manufacturing Company, as to one means of making the National Printing and Advertising Exposition more practically educative.

Mr. Hatton's suggestions are made in a letter to Mr. Harry Cochrane, President, and are as follows:

> I recall to you my suggestion made the other night at your dinner that you introduce, as a serious feature of your Exposition, a system of eliciting and recording whatever records are obtainable of machine production costs.
>
> This would, of course, be of primary importance to your exhibitors but its value to the trade generally and prospective buyers of equipment in particular is readily apparent.
>
> As a means of carrying out this idea I suggest that you incorporate in your advertising, and that all exhibitors incorporate in their advertising, requests to visitors to ascertain production costs on various classes of machines between now and the exposition (if they have not already done so) and that the exhibitors arrange to award a prize to the visitor bringing the lowest record of production cost on machines made by the exhibitor.
>
> I further suggest that you have an official booth for the recording of such data and that this booth be placed in charge of cost experts provided by cost organizations in the printing and allied trades, such officials to receive, record and compare data submitted by visitors and to make awards of the prizes offered by the exhibitors.
>
> The data obtained to be made public after, or during, the Exposition and to be used by the various cost organizations in whatever way they see fit.
>
> So far as I know, cost congresses and committees have never attempted to carry their investigations into the value of different machines from the production cost standpoint. For example: Press feeding is divided into "hand" and "mechanical" and takes no account of the fact that there are several different types of feeding machines operating upon different principles.

Automobile meets and expositions are characterized by actual competition records or by the publication of past performances. You have the opportunity of signalizing your Exposition by an absolutely new and thoroughly practical feature that will create a widespread interest.

Won't you lay my rough suggestion before the various cost organizations and get their co-operation in perfecting it? Sincerely (Signed) O. P. HATTON.

The suggestions are wise. The data gathered will be valuable for comparison. The keeping, recording and constantly examining and comparing of such facts as to machine production are of immense value in every office. An account should be kept with every machine as much as with every operator or workman. This is not a new idea in other callings. Even the advanced, up-to-date farmer keeps such a record as to the products or earnings of not only the machines but of the different fields, cereals, grasses, vegetables and animals of his farm. Agricultural expositions are rendered ten-fold more valuable by the opportunity of comparison of the products and the manner and cost of production of different farms and different breeds of stock and different grains or vegetables, or of the same kinds under different treatment.

The farmer learns by such records what changes to make in cultivation; what animals to dispose of as unprofitable and to replace with other and more improved breeds and so on.

Printers should be alike wise and be all the time striving for greater efficiency, for greater and better and more economic production.

The adoption of the system of hour cost finding as an aid to the making of profitable prices thus made the greater efficiency possible and rendered the same absolutely necessary to the staying in the business.

Where prices are based on the hour cost the inefficient printing plants, in competition with those that are efficient, must unmistakably lose business and eventually fail, while the efficient plants will grow in business, increase in wealth and improved facilities. The old haphazard way of estimating was the only salvation of the inefficient and then it was only a matter of chance.

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ST. ELMO LEWIS GIVES ADVERTISING TALKS

E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Company, delivered an address before the meeting of the St. Louis Advertising Men's League, January 22, on the subject "The New Dispensation in Advertising." He also talked before the Retail Hardware Dealers' Association in the same city on the subject, "Getting the Money and Keeping the Trade."

In New York, January 27, Mr. Lewis again delivered his address on "The New Dispensation in Advertising" before the advertising forum at the Y. M. C. A. At the meeting of the first national convention of the Association of Corporation Schools, Mr. Lewis talked on the subject, "Increasing Efficiency Through Educational Methods."

Co-operation Among Newspapers

WE are told by a wise philosopher of a time when "Among men supreme great, no one will be for party and all will be for the State." We cannot pretend, just now, to be absolutely certain as to the lines nor as to the author, but the wisdom of the thought is just as great, and is by no means applicable alone to government.

The thought is, that among those who are supremely great, the general good comes first or is the result to be sought, while all else are merely instruments to the great, all-embracing and all benefiting end. The general good is the good of each, and co-operation for this purpose is the perfection of wisdom in business as well as in true statesmanship.

In a paper presented at a recent meeting of the Buckeye Press Association, by Guy E. Newark of Columbus, Ohio, and later printed in the Buckeye Printerdom, plans were given whereby local newspapers could wisely co-operate to the benefit of the communities served, and for their own greater good.

Anything and everything that helps toward better conditions or the upbuilding of worthy institutions, of trade or the productive industries, helps the newspapers. Everything that tends to greater confidence in the press and to a higher respect and appreciation thereof, aids directly every worthy newspaper.

Mr. Newark suggested among other things, after asking, "Who ever heard of a newspaper man who watched for something commendable in the columns of his contemporary and then joined, heart and soul, in boosting:"

Can you imagine this? Yet, can it be denied that co-operation of this sort would be of great benefit to both newspapers and communities?

However, it is not necessary that co-operation be expressed by such cut-and-dried procedure. Of course, co-operation cannot exist without collusion between two or more; but it may take the form of refrain from deprecatory comment, and be fully as forceful, in many instances, as would be direct espousal of the other proposition. Nor is it necessary that newspapers be published in the same town to give greatest effect to co-operation. The simple reprinting of a sensible thing, with proper credit, and with possibly some illuminating editorial comment adapting it to local conditions, is the very best sort of co-operation.

The primary idea of every publisher is to make his business financially successful; and he would much rather achieve this by issuing a paper which enlists the support of the best moral sense of his community, than by catering to interests which are distasteful to a large portion of the public. Indeed, the fullest measure of success can be realized only when the majority commends the course of the publisher. This is true whether there be only one or two or three newspapers published in the same town. So it would seem self-evident that, to gain best success in the most agreeable manner, newspapers must co-operate in fostering the growth of good impulse, good commercial activity, and good social conditions among the public at large.

All this is glittering generality. Its application, however, is entirely practicable, and it need not in the least interfere with the spirited maintenance by each participant of whatever of political nature he may choose to champion.

Let's see if suggestion cannot be made of concrete situations in which co-operation can have a direct beneficial bearing upon the question of success. Suppose the Free Lance, with a circulation of 900, finds that ten cents per inch for display advertising on contract for 1,000 inches per year, two cents per line for reading matter on contract for 500 lines, or five cents per line for transient reading notices running one month or less, is the lowest rate yielding a profit upon his labor and plant-investment. Suppose the Expositor has a circulation of 1,500, carries about the same volume of advertising, but incurs expense for publication, above that of the Free Lance, of only the cost of white paper, a half hour more of press work, and a few cents more of postage. There's a chance for co-operation, and the result would be of benefit to everybody concerned. The Expositor can unquestionably get along on the same advertising rate as can the Free Lance, and can, if it choose, make things mighty uncomfortable for its contemporary by inciting patrons to discontent with the rate in the smaller circulation as compared with the same rate in its own larger field. But is it good sense to do so? Would that action tend to awaken the respect for space in the mind of the advertiser? Would it impress upon the buyer of space the fact that circulation is the thing for which he pays? Of course it wouldn't.

But let the Expositor concede that the Free Lance has named a fair rate; use that as a base for fixing its own rate sixty-five per cent higher; and then let the Free Lance frankly make its campaign upon the proposition that its space is worth pro rata; there is at once established a co-operation which works injustice to no one, but benefit to all. Unquestionably each publisher profits; and, also, unquestionably, the advertiser is trained to acknowledge the same relations in values of circulation that he concedes to two different quantities of his own commodities.

If, perchance, the Free Lance should overtake the Expositor in circulation, let the latter accept the situation and second its competitor's efforts to raise rates. That would be but exact justice, and it would still further demonstrate to the advertiser that he must pay more for increased service, just as he exacts more for ten yards of calico than he would for less.

There's nothing incongruous in this, and nothing at which any publisher should balk. Let co-operation exist to the extent that each knows a base rate that is fair, and observes his neighbor's rights. For surely a fair rate is but right, to all concerned; and any attempt to disturb it can result in but one thing — injustice to all.

Co-operation is not confined to commercial relations between publishers. The source of all material good to the publisher is the community itself; and to this community, the beneficiary is bound to extend his sincerest co-operation, in all that the word implies.

But, specifically, how? Well, let's see.

Of course, the publisher must attractively chronicle all happenings of local interest. He must eschew all expression of malicious character, refrain from embarrassing personalities, insure to his paper a creditable appearance, issue it promptly and neatly, and observe the dozen or more other amenities of his calling. These things he must do, however, as much in self-interest as from a sense of duty.

But there's another avenue in which he can, in most valuable manner, co-operate with his clientele. They may not at once know it, but none the less it will be effectual and will finally be recognized.

Wherever a paper is published there is greater or less commercial life, and this commercial life has very direct bearing upon the welfare of those who live outside the town. Every store, harness shop, cobbler's bench, or slaughter house, in a small village or larger town, adds directly to the value of all contiguous farms; adds to the comfort of urban and suburban inhabitants. The stores afford supplies fully up to the standards required for the greater majority of all in the community.

These conditions afford a text upon which the publisher can frequently enlarge. His readers can be reminded that without the stores there would be no town, nor any of the advantages which now insure so greatly to the physical value of the surrounding country. And the shoe can be put upon the other foot. The merchant may with propriety be occasionally told of the loyalty and progressiveness of the community from which he draws his trade. So, on one hand, that loyalty can be stimulated; and, by inciting the merchant to carry the best stocks possible under his scale of prices, reward will be insured his patrons.

That's co-operation of the most effective type. There is no one in position to practice it so successfully as the publisher, and it brings to him success.

Now, here's another chance. Of recent years there has been a great migration of young folks from the farm to the city. It's not a good condition, and the quicker some way to stop it is found, the better for everybody. But it won't do much good to appeal to the youngster's sense of filial duty — picture the loneliness of the old folks — nor resort to any other sentimental raphsodies; because his action generally is not the lack of filial affection, nor from any indifference to his parents' surroundings; but it generally arises from a perfectly natural desire to better his condition; and, in his inexperience, he turns to the larger centers of population, confident in the belief either that they need him there or that he must succeed where there is so much activity.

The publisher can do no co-operative act of more value to his community than the simple recital of the conditions actually met by about ninety-five per cent of the town and city dwellers. The newcomer is simply one more added to an army of consumers; he has no opportunity to produce, but must live by his wits, in competition with the multitude of individuals each as smart as he, and many of them trained, by desperate circumstances, to total disregard of all rights, human or divine. If the new recruit be lucky enough to get a permanent job, he finds that the wage which from a distance was so alluring, barely suffices to supply his needs; he is deprived of all comfort of home surroundings, association with acquaintances, and loses the desire to establish a home of his own. From sheer loneliness, he too frequently seeks or endures companionship of questionable character, and is gradually transformed from a normal being to either a reckless rounder or misanthropic failure — rarely to a self-respecting, successful business man.

The publisher can draw the reverse of this picture, in colors, which will at least challenge the attention of a considerable number; and for every one dissuaded from exchanging a position of independence for one of dependence, there will be saved, for the future prosperity of the community, a valuable citizen. This is a mighty practical form of co-operation, and it is owed to the town which supports the publisher.

The live publisher has often splendid opportunity to formulate opinions, which, unconsciously to the public, result in good. Let him learn how much weight a 1400-pound horse can draw over a good road, and then suggest to his farmer readers that good roads are worth as much as good acres. Let him cite the action of the Romans some centuries since, in the building of highways all over England. True, their object was to get around quick and kill as many people as possible in a short space of time. But when the Romans finally retired, they left their roads behind. And the people of England found them such a help to civilization that they extended the work, and have maintained it, so that at this present day a single horse can haul, over every rod of highway, loads that on the average American road, would stall a team.

Impress upon the farmer the advantage of being able to reach his market when his produce commands the highest price. At those periods, now, if the farmer tries to reach town, he is usually stuck in the mud. If our rural friend can be induced to see the force of this, be assured every other tax payer will also see it. And the result will be the willing building of roads which will add dollars to the value of every acre, house, horse, cow, sheep and swine in the vicinity.

That will be co-operation.

* * *

CHICAGO TYPOTHETAE BANQUET

More than three hundred members of the Chicago Typothetae and guests celebrated the two hundred and seventh anniversary of the birth of Benjamin Franklin at a banquet at the Chicago Athletic Association on the evening of Friday, January 10.

Mr. William A. Grant opened the meeting with the following talk:

"As has been our custom for many years, we are here to celebrate the birth of Benjamin Franklin, and we hope that all with us will be well repaid for lending their presence this evening.

"As a slight resume of the year's work, I would say that the Typothetae has achieved more success than in any previous year's work in the history of the organization.

"We have had active, hard-working committees, who have given liberally of their time to the support of the work.

"One of the problems confronting us has been the getting together of all of the printing organizations so that they might work as one body for the greatest possible good.

"This we believe has been made possible as only yesterday the joint committees met and unanimously recommended for your consideration the amalgamation of the United Typothetae and Franklin Clubs of America.

"The United Typothetae Executive Council today recommended unanimously the adoption of the joint committee's report.

"This you will hear of more minutely in the very near future from your respective organizations."

Mr. John U. Higinbotham was toastmaster. Alfred M. Glossbrenner, National President, Judge Charles S. Cutting and Prof. Percy H. Boynton, spoke.

Clare A. Briggs, cartoonist, gave a chalk talk.

Among the guests were: F. M. Kimbark, Toronto; W. A. Desbarat, Montreal; John Stovel, Winnipeg; Thomas J. Moore, Quebec; John M. Imrie, Toronto; Travis A. Tod, Montreal; C. H. Tice, Montreal; Mathew Esdale, Ottawa, Ont.; George M. Courts, Galveston, Tex.; A. E. Southworth, Edw. A. Stone, Roanoke, Va.; C. D. Traphagan, Lincoln, Neb.; A. F. Findlay, Boston; Charles F. Warde, Pittsburgh; W. J. Hartman, Chicago; Charles Francis, New York; R. T. Deacon, St. Louis; Stuart Scott, St. Louis; H. C. Wedekemper, Louisville, Ky.; H. C. Travis, Minneapolis; Gerald B. Franks, Peoria, Ill.; A. M. Glossbrenner, Indianapolis; Franklin W. Heath, H. W. Flagg, Chicago; H. W. J. Meyer, Milwaukee; J. A. Morgan, Chicago; Benjamin P. Moulton, Providence, R. I.; Eugene Saenger, Sioux Falls, S. D.; Harry P. Pears, Pittsburgh; E. U. Kimbark, Chicago.

* * *

TAKING HIS OWN MEDICINE

It is strange that more publishers do not use their own medicine — advertising space.

The average newspaper publisher devotes much time and attention to the production of his paper and endeavoring by means of premiums, special offers, etc., to increase his subscription list, but seldom uses his display columns to exploit his own wares — subscriptions, job printing and advertising.

Some time ago, the writer decided that what would benefit the retail merchant or manufacturer, would also help the publisher of the local paper and a steady advertising campaign has been the result, with various forms and methods but all with the same end in view — greater publicity for the newspaper and its job department.

A fair-sized space was used each week and filled with truthful stories and reports of patrons who had expressed themselves pleased with results of the advertising news service or the products of the job department.

These display ads. were followed by a series of short stories showing how entertaining the paper might become to a home-sick person, a traveler or members of a family which had moved away from the city.

Then came a few re-printed articles from the trade magazines, showing the general rise in the price of printed products, each article ending with a note calling attention to the fact that the local printer had not as yet increased his prices and advising his patrons to order stock in advance to avoid paying the higher price which must surely come later.

Other plans were later developed, such as the clubbing rates with magazines and periodicals, Christmas gifts, etc., and the effort is proving well worth the trouble, as returns can be traced daily to the effect of these advertisements.

In addition to the advantages accruing from the use of the advertising itself, the publisher is also indirectly benefited in another way, as he is now in a position to point to his own advertising when soliciting patronage of this nature, showing prospective customers that he himself is practicing what he preaches and taking his own medicine.

ROSCOE E. HAYNES,
Fairport, N. Y.

* * *

NATIONAL EXPOSITION CO.

200 Fifth Avenue, New York City

The International Association of Manufacturing Photo-Engravers at their meeting the other night, by a majority vote, endorsed the National Printing, Publishing, Advertising and Allied Trades Exposition and have called on their members to do all in their power to help make it a success.

The exposition has also been endorsed by the Employing Stereotypers' and Electrotypers' Association of New York.

MORE WORK THROUGH PUBLICITY

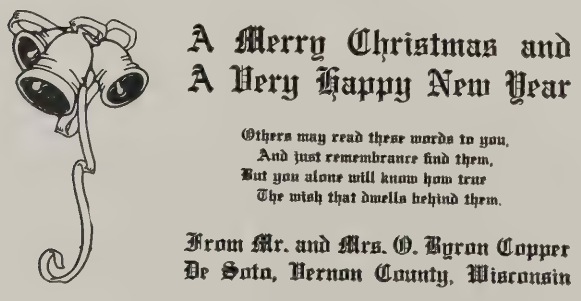
Address all samples and communications for this Dept. to Harry Albro' Woodworth, 352 Wyoming Ave., Scranton, Pa.

IN the Acadian land, on the shores of the Basin of Minas" — but on the opposite side of the bay to that of which Longfellow sang—I am spending a Christmas and New Year's vacation, and the trunk containing the very large number of specimens submitted by N. P. J. readers since my resumption of this department is somewhere along the lines of six railroads between here and Scranton. Or else the customs folk have become so interested in the up-to-1913 specimens of persuasive typography that they are holding it somewhere — just where, frantic correspondence has not as yet revealed. But I expect that the stray samples will reach me soon, so that a considerable number of them will be mentioned in the March issue.

Since coming here Uncle Sam has kindly forwarded me some much appreciated holiday messages from old N. P. J. friends, and doubtless there are many more in the post office at Scranton, awaiting the requested receipt of stamps of the republic. Those that have reached me at this writing are as follows:

"A Holiday Greeting" — Mr. and Mrs. A. Byron Copper"

This card (No. 1) was enclosed in an envelope which had the same cluster of bells, and the words, "A Holiday Greeting," prettily displayed in 10-point Engraver's Old English. On both envelope and card the inner part of the bells (except the tongues) are in a rose lake; the remainder in green.



A Merry Christmas and
A Very Happy New Year

Others may read these words to you,
And just remembrance find them,
But you alone will know how true
The wish that dwells behind them.

From Mr. and Mrs. O. Byron Copper
De Soto, Vernon County, Wisconsin

No. 1

Now I feel certain that our friend whose clever common-sense writing has been so appreciated by other writers used this very ornament in connection with other talismanic typography at Christmas-and-New-Yeartide. And he also used the same color-plan, and the message was set entirely in Engraver's Old English, so suggestive of Copperplate. The Copper individuality is therefore retained in such a way as to be unmistakable.

But — and here's the rub — though these messages are sent at yearly intervals in a typographic age in which something new is looked for year by year, each design has a freshness and an-up-to-the-year motif that charms at the same time the individuality appeals with the spirit of "the old friends, the true friends." With a wide margin, this card, so simply and harmoniously composed, may well prove suggestive for work that will be accounted modern, years hence. Mr. Copper and I in the past had some friendly disagreements in regard to that potent factor, Individuality, and I am pleased to see that his work is such a good exponent of an attribute dear to the advertising man's heart.

This holiday season I have seen several printed cards with the same kind of kind wishes, specially printed for married couples, "the wusser half" of which are not printers. In these days when such societies as the S. P. U. G. are seeking to do away with one of the factors in the High Cost of Living, while in no way seeking to limit the expression of friendship and good will at certain seasons, such cards are indeed a happy idea. And now we have duly considered the sentiment thereof, pardon will doubtless be granted for the suggestion that here is a custom whose possibilities of More Work for the printer should indeed be large for many years to come. Do you remember, years and years ago, how often the expression, "the picture-postal craze," was used, and how prophesies were made that it would speedily go the way of epheremal fads and fancies? But the printers who asked this department for advice on this matter twelve years ago, or thereabouts, and took it, have made and are still making good money out of the picture postals, when they had the proper equipment for producing them, because the cards filled a real want.

I have not yet seen any advertisement by a printer of such cards as the one that I will keep for years — if the N. P. J. will kindly send it back when they have made the reproduction — as a remembrance of a kind thought for other friends and myself of Mr. and Mrs. O. Byron Copper.

S. P. U. G. is, as you know if you have read the advertisements of the sellers of utilitarian articles, the short for "Society for the Prevention of Useless Giving." Much "useless giving" is, of late years, indulged in at Easter as well as at Christmas. Easter is not so very far away — so why not at once consider the advertising of such cards as these, with appropriate envelopes? It is not too early to start to prepare samples of such work, which should appeal to many if properly brought to their attention. Put yourself in the place not only of the prospective customer, but also of the final recipients of such wishes. Surely a card with the name and address of the donor or donors printed thereon has a more pleasing touch of personality than a card, however elaborate, that was printed for anybody who might want to buy it to send to a friend.

Encourage such of your patrons who have a gift for writing to make such a message even more personal by giving you the text. You might suggest changes of wording that would make it allude to the place in which the customer lives, so that the apparent originality of the whole scheme may properly appeal to each recipient.

There may be some possible customer who is in business in your town, but who is not an advertiser. If you can induce him to get some of this social printing, in which his name appears, it may be that the satisfaction of seeing that name in print on such an individuality product as a good-wishes card may have a considerable effect on the possibility of making him an advertiser at some future date. Some theories that certain books on the psychology of business give us may be rather indefinite, and just why folks "act so-and-so" may be hard for even a psychologist to explain, but the liking to see one's name in print is a liking easily acquired, and once acquired becomes a habit.

"Sincere Good Wishes" — From Cook Printing Co.

It is a long while since I have received any specimens from those original-without-being-freakish printers, Cook Printing Co., of Los Angeles, Calif. But they remembered me at the 1912-13 especial season of good will. It was in a plain cream laid envelope — and it is really good to see a deckle-edge on such an enclosure as No. 2, at a time when the deckle-edge is not used to excess, as it once was. Here is another Old English job, such as is ever up-to-date, especially when printed in two colors and a shade by such inkologists as the Cook Printing Co. The initial is a red like that of the cheek of "My Little Sister," about whom there was a story in the December and January McClure's — "a fiery rose," and the contrast of this initial with the sober gray of the rest of the text is marked. The row of tubbed trees is light green that does not stand out so strongly as the gray. I don't think it would have hurt the job to have had the other two trees likewise in the green.

This Christmas-
tide, we extend
to you sincere good
wishes May the
year 1913 yield you
happiness and pros-
perity in abundance

Cook Printing Co.
204 Mercantile Place :: Los Angeles

No. 2

"A New Year's Greeting"— From Humorist Hood

An envelope in the well-known chirography of J. Albert Hood, bearing the address, "Rev. Harry Altho' Woodworth." Altho' I once had "a Christmas sermon" in a December issue of the N. P.-J. I am not what a parodist of Tennyson calls a "cold

Some say it is old fashioned sending greetings New Year's Day; but some of us cling fondly to the good old fashioned way. Accept old fashioned wishes for the sake of auld lang syne: A glad New Year, and good luck to thee and thine.

J. A. Hood

First Day of January
Nineteen Hundred and Thirteen

No. 3

reverend.” The folder enclosed has an ingenious flap-arrangement of the beautiful white wove stock. On the diagonally-cut flap are the words, “ A New Year’s Greeting,” in gold, and in the corner of the page below the flap are the words, “ From J. Albert Hood, Asbury Park, N. J.” in brown. The message (No. 3) is on cream linen-finish stock. The rule-work is red, the text brown, and the signature is made with a pen. This gives an idea for such customers as I was talking about in connection with Mr. and Mrs. Copper’s card. On this job Mr. Hood has his name printed on the outside; this shows that the printed message is the sender’s very own, and the autograph gives a personal touch that a mere reproduction of the signature would not do. The idea of printing poetry in prose form antedated Walt Mason considerably, and where the rhyme and rhythm are so easy to catch as in Mr. Hood’s poem, it is an agreeable way of printing it, even though it is not “ phat.”

“ Season’s Greetings to You and Yours ” — From La Presse

Another pleasing job, in which the message is in Old English, printed in green and brown on rich white stock, is that sent me by the management and advertising staff of La Presse, a great French newspaper published at Montreal, Canada. The wishes are in English — though no doubt there was an even larger French edition of the sentiments therein expressed. The names of the directorate and advertising men are printed in Gothic on one of the pages. The advertising staff not only has an “ advertising manager ” — H. A. Robert, but another properly connected “ live wire ” in Charles C. Fee, whose mission is described as “ Promotion of Advertising.” The very artistic folder would be reproduced, were it not for the fact that the register is “ ’way off ” on the particular specimen I received — which is a pity.

Sharp Work for Dull Seasons

The suggestion I made as to Easter may be useful if it does nothing else than bring to mind the fact that when this issue of the N. P. J. is printed, it will be not too early to look forward to Easter. February is sometimes counted a dull month in printing and advertising — but as to advertising in connection with festivals dear to the heart of the public, St. Valentine’s Day has taken a very prominent place, although of course considerably behind St. Nicholas. It is time now, too, to consider the festival of another saint, “ St. Patrick’s Day in the morning’ ” — and in the evenin’ as well — has possibilities for the job printer, advertising writer and artist and newspaper publisher who realizes in good time that it is comin’ as sure as Christmas. Dull seasons can be made bright if due attention is given and preparation made as regards season-opportunities that come before many seasons that modern custom has made so beneficial to business. Even February is a good time to put your resolutions to take time by the forelock into practice.

Give your advertising the time and attention it deserves, and it will amply pay you for the time, attention and money it costs.

Don’t expect advertising to run itself without careful oversight and a plentitude of thought.

Waste is not on speaking terms with Profit.

Individuality in advertising should never be sacrificed to variety. On the other hand it should never be allowed to degenerate into monotony.

The advertisement that brings you a customer is worth whatever the customer is worth to you.

It may be that the world owes every man a living, but it takes some of us all the time to collect the debt.

Have you given any thought as to how you may benefit through parcels post in your business and your advertising?

If you can make your customers feel that you are looking after their interests as well as your own, you’ll find it easy to retain their patronage.

Never put off advertising today what you want to sell tomorrow.

Tact and taste are two true talismans for the printer who would be a prince among business men.

It has been said that “ there is no friendship in trade,” but very few have got rich solely by selling to their enemies.

Folk who have naught to say are often those who talk the most. This applies to advertising as well as to conversation.

* * *

The seniors in the School of Journalism of the University of Missouri visited St. Louis January 10 and 11, inspecting the newspaper offices, paper houses, typefounders and engraving plants. The senior class this year numbers twenty — four young women and sixteen men — from seven states and one foreign country. In St. Louis the party visited the offices of the Republic, Times, Star, Post-Dispatch and Globe-Democrat, the Sanders Engraving Company, the Western Newspaper Union and the American Typefounders Company. At the Republic office the young women wrote signed stories, giving their impressions of the visit which were published next morning. The party entertained the editors of the St. Louis newspapers at dinner at the Marquette Hotel Saturday evening. Speeches were made congratulating the School of Journalism — the first in the United States — upon its growth. More than 150 students are now taking work in the School. In the party that visited St. Louis were: Dean Walter Williams, Prof. Frank L. Martin, J. B. Powell, Prof. J. S. Ankeney, of the faculty of the School of Journalism; Miss Carrie R. Quinn, secretary to the Dean; Misses Amy V. Armstrong, Sara A. Lockwood, Clarissa E. Spencer, Hazel S. Thornburg, and Mary E. Foley; Leo Wolfsohn, Frank W. Rucker, Sanford A. Howard, George W. Turner, Ellis Birdsong, Maurice Hicklin, Howard J. Lanade, Siegel Mayer, Robert S. Mann and Hugh McKay.

Stamping Out Fake and Encouraging Legitimate Newspaper Advertising

Advertising clubs throughout the United States and Canada are doing a wonderful amount of valuable service in many directions and especially in promoting honest, effective, legitimate advertising. Here is a report from far away Edmonton, Alberta, Canada, that contains facts and suggestions of value to all publishers:

Edmonton, Alta., Dec. 31 — Edmonton Ad Club was formally organized with a membership of thirty representative business men at a meeting the night of November 28 for the purpose of stamping out all forms of "fake" advertising. The officers for the coming year are:

President, F. G. McDermid, president McDermid Engraving Company.

Vice-president, P. C. Byron, president Byron-May Engraving Company.

Secretary, F. V. Holland, advertising manager Johnstone-Walker Company.

Treasurer, A. L. Salisbury, advertising manager Hudson's Bay Company.

Executive Committee: August Wolf, secretary, Citizens' League; F. G. McDermid, P. C. Byron, F. V. Holland and A. S. Salisbury.

The club will meet at a mid-day luncheon once a week to discuss matters of interest to the advertising profession, and it is expected to enroll two hundred active members before the close of the year.

"The plan is to give support and encouragement to legitimate publications," Mr. McDermid said, "and to discourage promoters of schemes, designed principally to take money from advertisers without giving adequate returns. We shall have a board of censors, composed of experienced advertising men, whose duty it will be to pass upon the merits of every proposition submitted to space-buyers.

"It is not the purpose of this club to designate the mediums to be used by its members. That is the business of the advertising managers, but we expect to exercise our best efforts to protect space-buyers against grafters and solicitors for mediums, which are not recognized by publishers or members of the profession.

"We have adopted the best ideas of the active advertising clubs throughout the United States and Canada and worked in some of our own to advantage in making our constitution and by-laws say what we mean, and we firmly believe that every member will abide by the rulings of the board of censors."

The club will also use its efforts to secure legislation from the city council and the legislature giving the municipality and the province powers to regulate certain methods and forms of advertising.

Mr. McDermid will appoint several standing committees at the next meeting of the club. One of these will have full charge of the entertainment features during the coming year, when it is expected to have prominent publishers and advertising men from various parts of the United States and Canada as guests of the organization.

Newspaper men should identify themselves and co-operate with the advertising clubs of their respective cities. Where no such club exists, it is up to the newspaper men to see to it that such a club is organized and that it becomes affiliated with the Associated Advertising Clubs of America. There is no other organization that has done and that can do so much for placing advertising, on which all newspapers so largely depend, in a position where its value will be fully appreciated and understood, and its efficiency be increased, through such appreciation and understanding.

Thousands and even millions of dollars have been wasted through the patronizing of fake or ineffective schemes and by methods that result in waste and only have the one appealing and inducing feature — that of seeming to furnish means of direct appeal while in reality not even attention, much less good will is secured. A good deal of so called advertising is little short of being simply a hold-up, a securing of the advertiser's money through a fear of ill-will or at the least a dread of offending some society or organization.

People go to the newspapers and periodicals for news or information, and advertising is, or should be, news or information as to the articles offered for sale, and, as this organization has so persistently taught, should be absolutely true, honest and reliable.

* * *

HARMONY AND ONE GREAT PRINTERS' ORGANIZATION

On Friday, January 10, Mr. William A. Grant as president of the Chicago Typothetae gave a special luncheon at the Union League Club to their out-of-town guests which included the Executive Council of the United Typothetae, the Joint Committee on Amalgamation of the United Typothetae and Franklin Clubs of America, the Open Shop Division Committee, the Canadian Delegation and others in the city for the Chicago Typothetae Annual Banquet.

Short speeches were made by President Glossbrenner for the United Typothetae of America, W. J. Hartman for the Franklin Clubs, Wm. A. Desbarats of the Canadian Typothetae Commission, Charles Francis for the Printers' League of New York and others of those present.

Harmony and one great organization was the sole thought in the minds of all.

* * *

OBITUARY

Alden Spooner Huling, who passed away in Topeka, Kan., December 12, was the oldest son of the late Edmund J. Huling, long Associated Press representative in Saratoga Springs, N. Y., and a grandson of the late Col. Alden Spooner, a pioneer editor of Brooklyn, N. Y. Mr. Huling grew up in the newspaper business, learning the printing trade in his father's office. He was for several years connected with the Albany (N. Y.) Argus, serving under the late Daniel Manning, then managing editor, as city editor and court and legislative reporter. This latter duty brought him into daily association with Grover Cleveland, then governor of the state, and other prominent persons. Mr. Huling went to Kansas about thirty years ago and has since been connected with the Topeka Capital and other publishing industries. He left a widow and several children and is survived by two brothers and three sisters, J. B. Huling, and Mrs. George Oberne, Mrs. Calvin Dickey and Miss Caroline A. Huling, of Chicago, and Edmund J. Huling of Denver, Colo.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

ALTHOUGH by the time this installment of Newspaper Criticisms is laid before the reader, most folks will have ceased to think about the incident entirely, yet as I write, it was only the other evening that I read of the incarceration of those three men connected with the publication of the Boise, Idaho, Capital News, to serve ten-day sentences in the county jail, imposed upon them as a penalty for contempt of court, of which they were held guilty for having published a criticism of the court by Theodore Roosevelt.

This news item interested me particularly because I happen to have been personally acquainted with one of the imprisoned trio, namely, the managing editor, Mr. C. O. Broxon, who was formerly publisher of the Pocatello (Idaho) Advance and my employer.

As anyone of sense might have forseen, the jailing of these three newspaper men partook far more of the nature of a veritable triumph for them, than of a punishment; and, if the judge who sentenced them, hoped to humiliate his offenders, when the roses begun to arrive at the cells and the money begun to pour in for the liquidation of the $500 fines imposed, the feelings of that court must have been anything but triumphant. But that is neither here nor there; what I wanted to say is this:

It looks to me as though it were high time that these American czars whom we call judges should be gently removed from their high pedestals of infallibility which they have so long occupied. They have pastured about long enough on the free range of absolute authority. It is time that they were roped and branded and made used to the bit and bridle of right and justice — those two peerlees jewels which they are supposed to represent.

To my way of thinking, judges are but human beings, after all, and the many raw exposures of recent times, I believe will justify me in saying that even their cloaks of ermine do not entirely free all of them from the human weaknesses that beset other men; and so, when a court errs, or fails in its sacred business of handing out a pure brand of justice, why should not the people's press — that brave guardian of the public weal — have the same privileges of criticism as custom gives it regarding the acts of congressmen and senators, or of governors and even presidents?

Can it be that those men who interpret the laws are so much above the men who make them, and the men who execute them, that the rest of us poor devils who must abide by their interpretation, durst not say so much as "boo" when they make a rotten decision?

✢ ✢ ✢

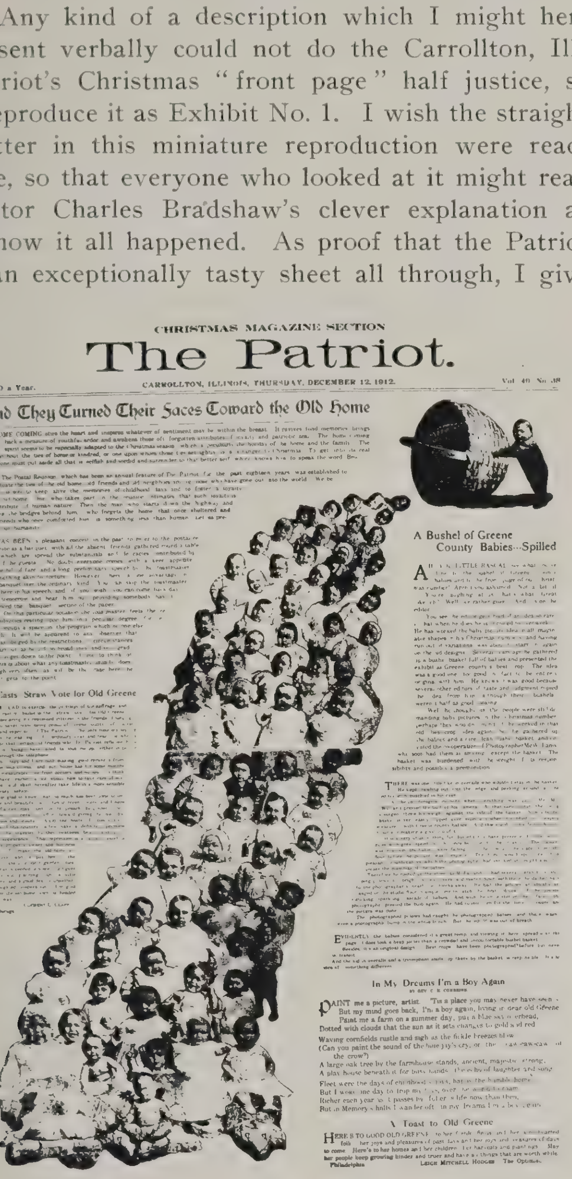
This is the time of Christmas editions with me — and I am grateful for the receipt of many — so many, in fact, that it will be necessary to be somewhat brief in giving them notice.

The first that I will mention is that of the Herald-Progress of Sumner, Miss., consisting of a double quarto edition enclosed in a pretty lithographed cover, the design on the front of which represents the old Dutch patron saint of children in the act of hanging a new dolly on a Christmas tree, on which may be seen the gay candles, ornaments and berries. Some special matter, of course, had to be used to fill so many pages, but most of the special straight stuff was "ready-made" plate material. There is a lot of advertising, nicely displayed, and, as usual with this sheet, the editorial department is its finest feature. As a writer, Editor Carlton M. Brosius has a delightful style. He possesses that rare talent of raising common things to the height of the uncommon and of injecting interest into things that ordinarily pass as commonplace. His Christmas editorial in this number of the Herald-Progress is worthy of preservation.

The Pierce County Tribune of Rugby, North Dakota, worked a rather pretty stunt in its issue of December 19, last. This was the running of a border of Christmas bells and holly in green around each pages of the edition. This border was great enough to reduce the pages of the sheet to regular five-column size. Christmasy things a-plenty appeared in these pages, including an abundance of live, attractive advertisements.

The Bucklin Banner, that bright sheet from Bucklin, Kan., issued the week of December 12 on pink stock, as a means of showing its participation in the world's celebration of the great Christian holiday. It wasn't a bad edition, replete with the regular news-features supplemented with a lot of generous-spaced advertisements, in which the grade of composition and design was of a high standard.

Any kind of a description which I might here present verbally could not do the Carrollton, Ill., Patriot's Christmas "front page" half justice, so I reproduce it as Exhibit No. 1. I wish the straight matter in this miniature reproduction were readable, so that everyone who looked at it might read Editor Charles Bradshaw's clever explanation as to how it all happened. As proof that the Patriot is an exceptionally tasty sheet all through, I give the privilege of a look at the first page proper, Exhibit No. 2. I very much like the head styles and makeup of this publication — fact is, I like most everything about this Patriot, except the title — I do wish Brother Bradshaw would change that to a face more harmonious with the rest of the paper's modest beauty. Before I can finish with this contribution I must show an attractive ad which also appeared in its pages, Exhibit 3. Technically, I could consistently object to some of the superfluous features in this specimen, such as the light-face double rules at top and bottom of the two panels, the Jensen ormanents, and the indention of the second line in the closing couplet, but, since in spite of these defects, the ad is pleasing and attractive, complaint seems useless.



CHRISTMAS MAGAZINE SECTION

The Patriot.

$1.50 a Year. CARROLLTON, ILLINOIS, THURSDAY, DECEMBER 12, 1912. Vol. 40. No. 38

And They Turned Their Faces Toward the Old Home

A Bushel of Greene County Babies---Spilled

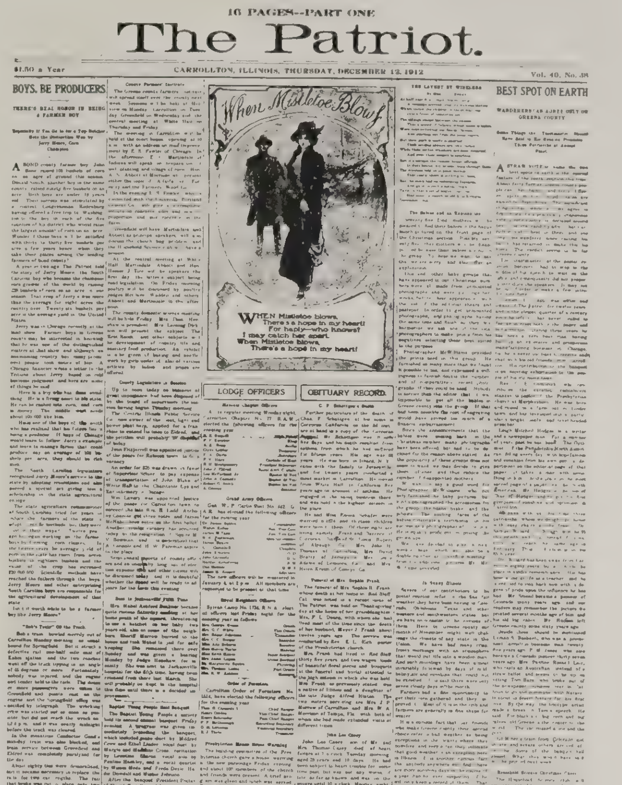
Casts Straw Vote for Old Greene

In My Dreams I'm a Boy Again

A Toast to Old Greene

No. 1

The Courier-Democrat, J. A. Livingston's excellent daily and weekly sheet, published at Russellville, Ark., also celebrated the Christmas season with a big issue, the extraordinary feature of which was the giving of hundreds of letters to Santa Claus from little tots — a custom which that sheet has followed for years. After showing an ad or two from this publication (Exhibits 4 and 5) I will leave it, quoting the following important item from its columns, which speaks abundantly of the progress and enterprise behind this paper:



16 PAGES--PART ONE

The Patriot.

$1.50 a Year CARROLLTON, ILLINOIS, THURSDAY, DECEMBER 12, 1912 Vol. 40. No. 38

BOYS, BE PRODUCERS

THERE'S REAL HONOR IN BEING A FARMER BOY

When Mistletoe Blows

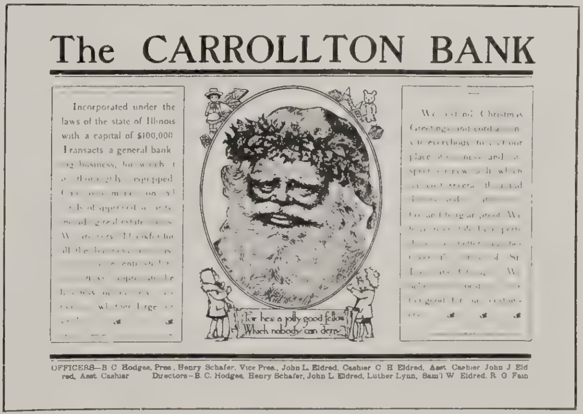
WHEN Mistletoe blows,
There's a hope in my heart!
For haply—who knows?
I may catch her apart.
When Mistletoe blows,
There's a hope in my heart!

LODGE OFFICERS

OBITUARY RECORD.

BEST SPOT ON EARTH

No. 2



The CARROLLTON BANK

Incorporated under the laws of the state of Illinois with a capital of $100,000 Transacts a general banking business, for which it is thoroughly equipped

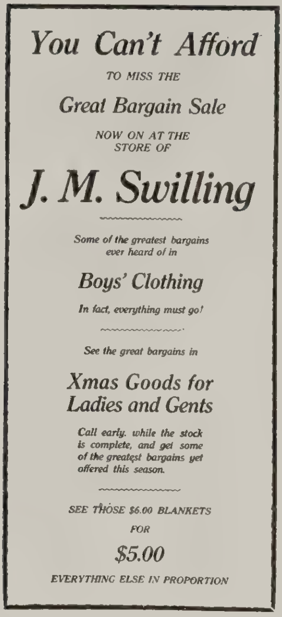
For he's a jolly good fellow
Which nobody can deny

OFFICERS—B. C. Hodges, Pres., Henry Schafer, Vice Pres., John L. Eldred, Cashier C. H. Eldred, Asst. Cashier John J. Eldred, Asst. Cashier Directors—B. C. Hodges, Henry Schafer, John L. Eldred, Luther Lynn, Sam'l W. Eldred, R. O. Fain

No. 3

"Persons with artistic taste are invited to pay especial attention to the typography of the advertisements in our 'Santa Claus' special supplement today. They are not only neat and show the work of real ad-artists, but practically every line in all these ads is set in new type.

"This is a part of the recent shipment of new material added to the C.-D.'s already well equipped plant, but we were so busy opening it up and overhauling the office at the time that we barely mentioned its arrival. The type required to set these advertisements alone would be regarded as a splendid type equipment in the majority of county-seat newspaper offices.



You Can't Afford

TO MISS THE

Great Bargain Sale

NOW ON AT THE STORE OF

J. M. Swilling

Some of the greatest bargains ever heard of in

Boys' Clothing

In fact, everything must go!

See the great bargains in

Xmas Goods for Ladies and Gents

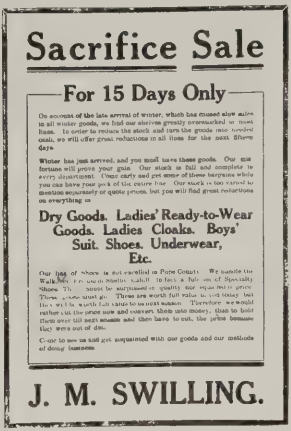
Call early, while the stock is complete, and get some of the greatest bargains yet offered this season.

SEE THOSE $6.00 BLANKETS FOR

$5.00

EVERYTHING ELSE IN PROPORTION

No. 4



Sacrifice Sale

For 15 Days Only

On account of the late arrival of winter, which has caused slow sales in all winter goods, we find our shelves greatly overstocked in most lines. In order to reduce the stock and turn the goods into needed cash, we will offer great reductions in all lines for the next fifteen days.

Winter has just arrived, and you must have these goods. Our misfortune will prove your gain. Our stock is full and complete in every department. Come early and get some of these bargains while you can have your pick of the entire line. Our stock is too varied to mention separately or quote prices, but you will find great reductions on everything in

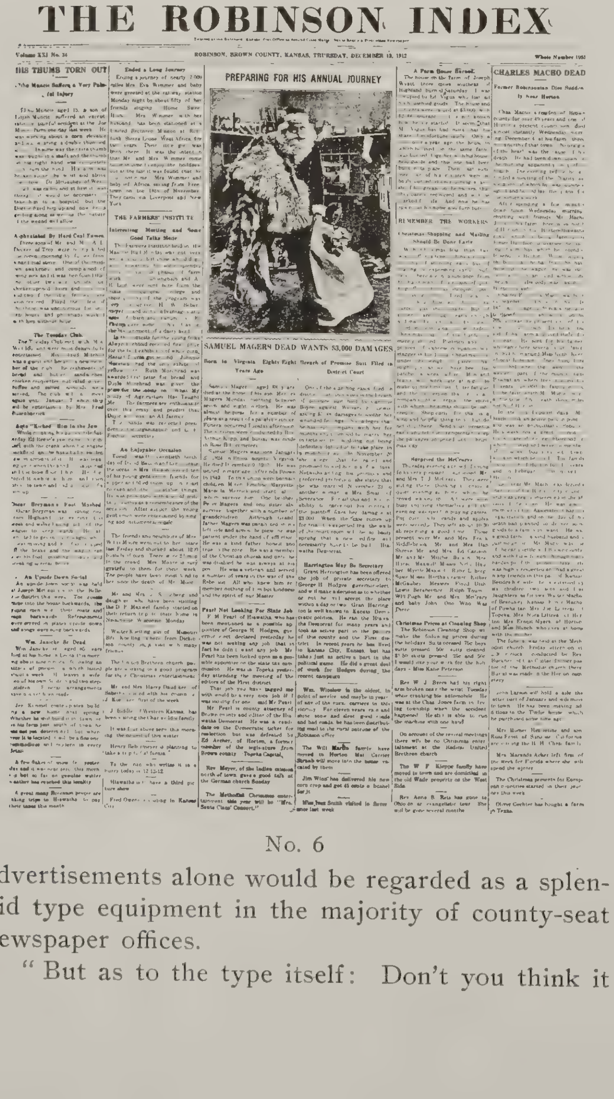
Dry Goods. Ladies' Ready-to-Wear Goods. Ladies Cloaks. Boys' Suit. Shoes. Underwear, Etc.

Our line of Shoes is not excelled in Pope County. We handle the Walk-Over, Freeman-Shelby, Cahill, in fact a full line of Specialty Shoes. These cannot be surpassed in quality nor equaled in price. These goods must go. These are worth full value to you today, but they will be worth full value to us next season. Therefore we would rather cut the price now and convert them into money, than to hold them over till next season and then have to cut the price because they were out of date.

Come to see us and get acquainted with our goods and our methods of doing business.

J. M. SWILLING.

No. 5



THE ROBINSON INDEX

Volume XXI No. 34 ROBINSON, BROWN COUNTY, KANSAS, THURSDAY, DECEMBER 19, 1912 Whole Number 1093

HIS THUMB TORN OUT

Ended a Long Journey

PREPARING FOR HIS ANNUAL JOURNEY

A Farm House Burned

CHARLES MACHO DEAD

Former Robinsonian Dies Suddenly Near Horton

SAMUEL MAGERS DEAD

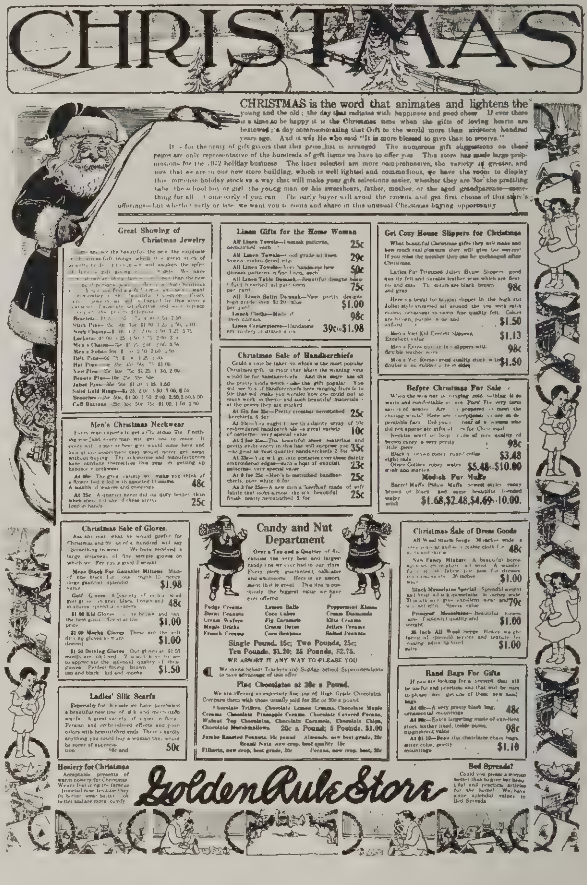
WANTS $3,000 DAMAGES

REMEMBER THE WORKERS

No. 6

"But as to the type itself: Don't you think it neat and attractive? It is the 'Clearface' and 'Clearface Italic' series, and is one of the latest productions of the American Type Founders Company.

"But new type is not all. Finding ourselves in need of new material to meet the demands of a growing business, and already crowded for room, we also added an equipment of modern, dust-proof type cabinets that are great space-savers, and after installing all our new material we now have more room in the office than before. The average layman knows but little of print-shop equipment, but any printer will tell you that the C.-D. office is not equalled in any of the smaller cities in the state, and in the larger city offices it is only surpassed by magnitude.



CHRISTMAS

CHRISTMAS is the word that animates and lightens the young and the old; the day that radiates with happiness and good cheer. If ever there is a time to be happy it is the Christmas time when the gifts of loving hearts are bestowed; a day commemorating that Gift to the world more than nineteen hundred years ago. And it was He who said "It is more blessed to give than to receive."

It is for the army of gift givers that this price list is arranged. The numerous gift suggestions on these pages are only representative of the hundreds of gift items we have to offer you. This store has made large preparations for the 1912 holiday business. The lines selected are more comprehensive, the variety is greater, and now that we are in our new store building, which is well lighted and commodious, we have the room to display this immense holiday stock in a way that will make your gift selections easier, whether they are for the prattling babe, the school boy or girl, the young man or his sweetheart, father, mother, or the aged grandparents—something for all. Come early if you can. The early buyer will avoid the crowds and get first choice of this store's offerings—but whether early or late, we want you to come and share in this unusual Christmas buying opportunity.

Great Showing of Christmas Jewelry

Linen Gifts for the Home Woman

All Linen Towels—Damask patterns, hemstitched each 25c

All Linen Towels—Good grade all linen towels, embroidered edge 29c

All Linen Towels—Very handsome new damask patterns in fine linen, each 50c

All Linen Table Damask—Beautiful designs in bleached all pure linen per yard 75c

All Linen Satin Damask—New pretty designs, high grade linen $1.25 value per yard $1.00

Lunch Cloths—Made of linen damask 98c

Linen Centerpieces—Handsome embroidery or drawn work 39c to $1.98

Get Cozy House Slippers for Christmas

Christmas Sale of Handkerchiefs

Men's Christmas Neckwear

Before Christmas Fur Sale

Modish Fur Muffs

$1.68, $2.48, $4.69 to 10.00.

Christmas Sale of Gloves.

Candy and Nut Department

Fudge Creams, Burnt Peanuts, Cream Wafers, Maple Bricks, French Creams, Lemon Balls, Coco Cubes, Fig Caramels, Cream Dates, Coco Bonbons, Peppermint Kisses, Cream Diamonds, Elite Creams, Jellies Creams, Salted Peanuts

Single Pound, 15c; Two Pounds, 25c; Ten Pounds, $1.20; 25 Pounds, $2.75.

WE ASSORT IT ANY WAY TO PLEASE YOU

We invite School Teachers and Sunday School Superintendents to take advantage of this offer

Fine Chocolates at 20c a Pound.

Chocolate Trilbys, Chocolate Lemon Creams, Chocolate Maple Creams, Chocolate Pineapple Creams, Chocolate Covered Pecans, Walnut Top Chocolates, Chocolate Caramels, Chocolate Chips, Chocolate Marshmallows. 20c a Pound; 5 Pounds, $1.00

Christmas Sale of Dress Goods

Ladies' Silk Scarfs

Hand Bags For Gifts

Hosiery for Christmas

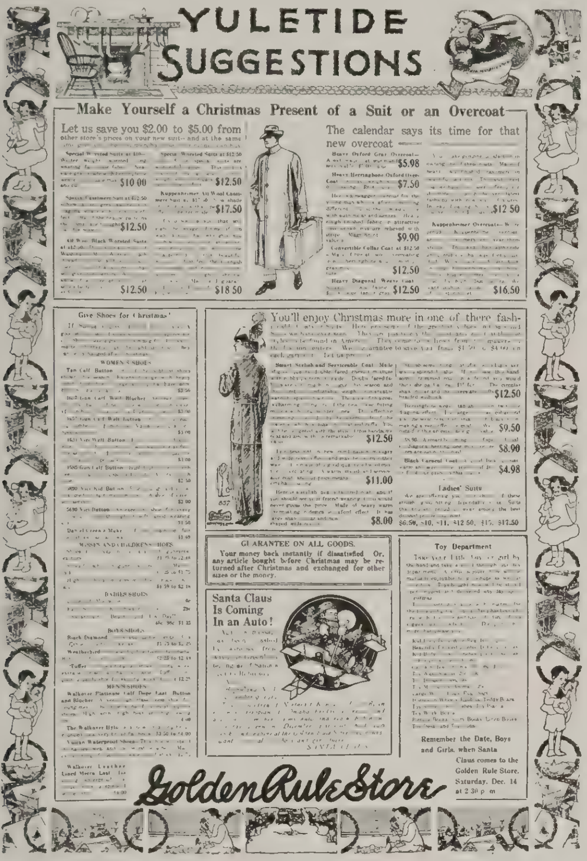
Bed Spreads?

Golden Rule Store

No. 7

"This new equipment and the better paper it will enable us to publish, was the Courier-Democrat's 'Christmas gift' to its friends and patrons, and we take pleasure in announcing it in our special Christmas edition."

I also received a copy of the fine Christmas number gotten out by the Index, of Robinson, Kan., and in point of general excellence I guess it wasn't beaten this year. It was enclosed in the Western Newspaper Union's copyrighted cover — with its brilliant picture of Santa Claus in an old-fashioned swell-box cutter and six-in-hand, drawing such a load of toys as would tax the imagination of the most imaginative child in the world to beat. The other three pages of this cover are filled with ads of the most excellent typography and impression, but it is the interior paper that excels. Every page of this Index is an embodiment of my ideal of what a home weekly should be, and words fail me in doing it justice, so I prefer to reproduce several of those pages, so that others can fully appreciate the things in a country newspaper for which this department has so long been contending.



YULETIDE SUGGESTIONS

—Make Yourself a Christmas Present of a Suit or an Overcoat—

Let us save you $2.00 to $5.00 from other store's prices on your new suit—and at the same

The calendar says its time for that new overcoat

You'll enjoy Christmas more in one of these fashionable Coats or Suits.

Give Shoes for Christmas!

WOMEN'S SHOES

MISSES AND CHILDREN'S SHOES

BABIES SHOES

BOYS SHOES

MEN'S SHOES

Ladies' Suits

$6.50, $10, $11, $12.50, $15, $17.50

GUARANTEE ON ALL GOODS.
Your money back instantly if dissatisfied. Or, any article bought before Christmas may be returned after Christmas and exchanged for other sizes or the money.

Santa Claus Is Coming In an Auto!

Toy Department

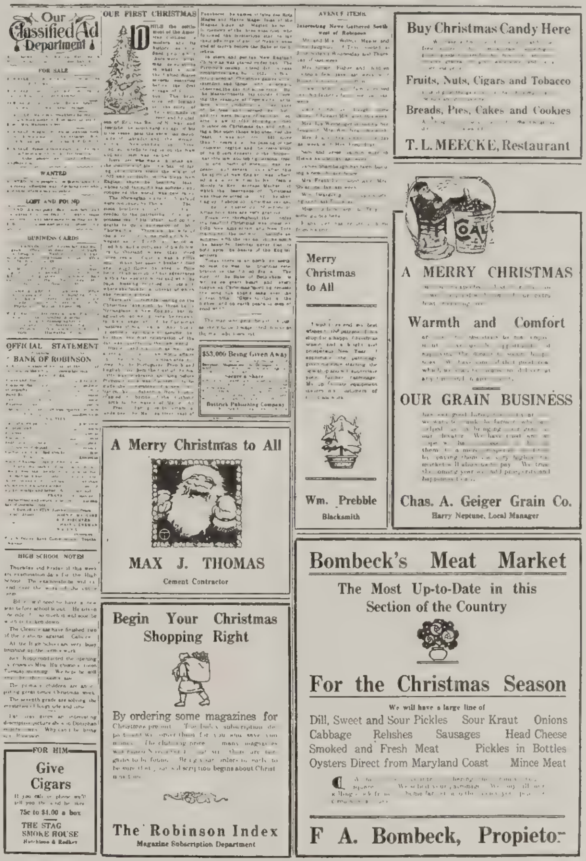
Remember the Date, Boys and Girls, when Santa Claus comes to the Golden Rule Store, Saturday, Dec. 14 at 2:30 p. m.

Golden Rule Store

No. 8

Exhibit No. 6 is the first page proper. It is worthy of reproduction because of its symmetrical balance, tasteful heads and correct makeup. Numbers 7 and 8 are full-page ads, almost faultless to my hurried inspection. Numbers 9 and 10 show some excellent ad-work, but more particularly illustrate the only right way to make up a newspaper page, especially as regards the arrangement of advertising matter. I must congratulate Brother Harry M. Leslie on the excellence of his sheet, and, with more enthusiasm than I feel that I have been able to instill into this paragraph, I hold these specimens up as models for other members of the calling.

Editor D. B. Coates got out his paper, the Kilgore, Tex., Chronicle, on December 13 in galaday attire, too — the gala dress consisting of that popular Western Newspaper Union cover mentioned as also gracing the Robinson Index. In general, the contents of this publication are creditable. It has a good department of editorials and for this Christmas issue printed a long list of letters from the children to Santa Claus. The news features were well gotten up, and in every way the edition is a credit to the shop from which it emanates. It cannot be compared, of course, with that fine big sheet, the review of which immediately precedes this paragraph, especially not in typography or mechanical makeup; but that the ad-man succeeds at times in a highly commendable manner is evinced by the reproduction of this half-page, Exhibit No. 11. An examination of this specimen gives me the opinion that its creator knows his business. About the only suggestion I could make toward improving this example would be to have centered all three of the lines which appear immediately above the central panel. I must congratulate the makers of this sheet upon the good print they secure on its pages, and hope to see other copies for comment in these columns in the future.



Our Classified Ad Department

FOR SALE

WANTED

LOST AND FOUND

BUSINESS CARDS

OFFICIAL STATEMENT

BANK OF ROBINSON

HIGH SCHOOL NOTES

OUR FIRST CHRISTMAS

AVENUE ITEMS

Interesting News Gathered South west of Robinson

$53,000 Being Given Away

Secure a Share

Buttrick Publishing Company

Buy Christmas Candy Here

Fruits, Nuts, Cigars and Tobacco

Breads, Pies, Cakes and Cookies

T. L. MEECKE, Restaurant

Merry Christmas to All

Wm. Prebble
Blacksmith

A MERRY CHRISTMAS

Warmth and Comfort

OUR GRAIN BUSINESS

Chas. A. Geiger Grain Co.
Harry Neptune, Local Manager

A Merry Christmas to All

MAX J. THOMAS
Cement Contractor

Bombeck's Meat Market

The Most Up-to-Date in this Section of the Country

For the Christmas Season

We will have a large line of

Dill, Sweet and Sour Pickles Sour Kraut Onions
Cabbage Relishes Sausages Head Cheese
Smoked and Fresh Meat Pickles in Bottles
Oysters Direct from Maryland Coast Mince Meat

F A. Bombeck, Propieto-

FOR HIM
Give Cigars
If you call or phone we'll tell you the kind he likes
75c to $4.00 a box
THE STAG SMOKE HOUSE
Hutchison & Redker

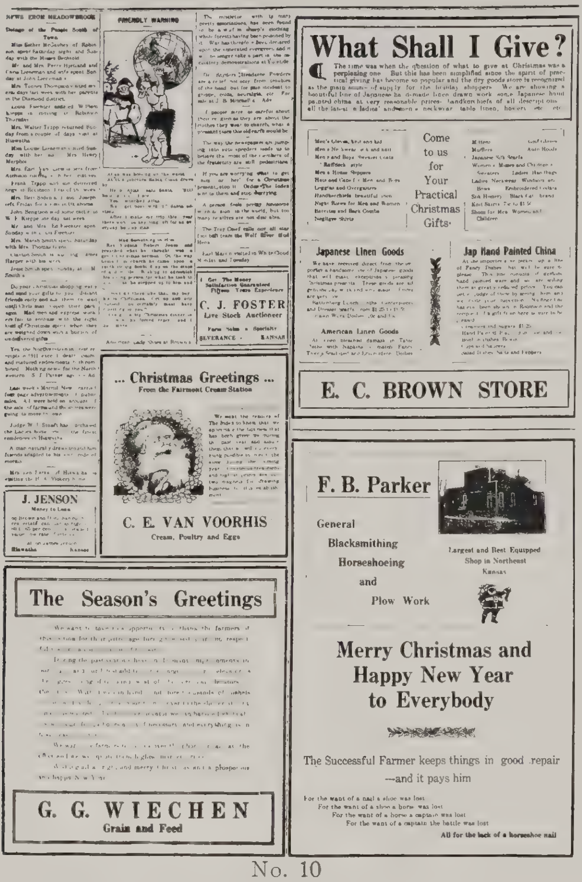
Begin Your Christmas Shopping Right

By ordering some magazines for

The Robinson Index
Magazine Subscription Department

No. 9

Brother Ralph Cochran's sheet is one of the "smaller fry." It is a five-column creation, entitled The Vici Beacon, and published at Vici, Okla. "Vici Kid" would have been an excellent title for this little paper, because in this special Christmas number I learn that it is just entering upon its second year of existence. I would judge that this is a small-town paper and doubtless its makers have their troubles, notwithstanding which their Christmas special is a creditable achievement. I mean that the fact that they issued a special edition at all is creditable, because it shows a spirit of push



NEWS FROM MEADOWBROOK

FRIENDLY WARNING

What Shall I Give?

Come to us for Your Practical Christmas Gifts·

Japanese Linen Goods

Jap Hand Painted China

American Linen Goods

C. J. FOSTER
Live Stock Auctioneer
Farm Sales a Specialty
SEVERANCE - KANSAS

... Christmas Greetings ...
From the Fairmont Cream Station

C. E. VAN VOORHIS
Cream, Poultry and Eggs

J. JENSON
Money to Loan

E. C. BROWN STORE

The Season's Greetings

G. G. WIECHEN
Grain and Feed

F. B. Parker
General
Blacksmithing
Horseshoeing
and
Plow Work

Largest and Best Equipped Shop in Northeast Kansas

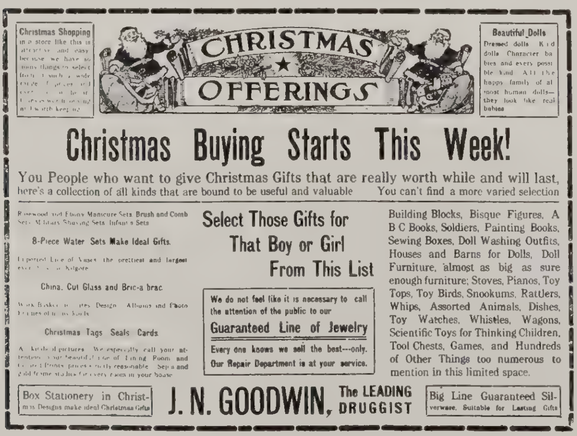
Merry Christmas and Happy New Year to Everybody

The Successful Farmer keeps things in good repair —and it pays him

For the want of a nail a shoe was lost
For the want of a shoe a horse was lost
For the want of a horse a captain was lost
For the want of a captain the battle was lost
All for the lack of a horseshoe nail

No. 10

and hustle that I like in a newspaper man. Brother Cochran says of his paper: "The Beacon is a live wire — but it won't shock you." Which is only partly true; some of its typography is really shocking. I haven't the patience to enter into detail in



Christmas Shopping

CHRISTMAS ★ OFFERINGS

Beautiful Dolls
Dressed dolls Kid dolls Character babies and every possible kind All the happy family of almost human dolls—they look like real babies

Christmas Buying Starts This Week!

You People who want to give Christmas Gifts that are really worth while and will last, here's a collection of all kinds that are bound to be useful and valuable You can't find a more varied selection

8-Piece Water Sets Make Ideal Gifts.

China, Cut Glass and Bric-a-brac

Christmas Tags Seals Cards

Select Those Gifts for That Boy or Girl From This List

We do not feel like it is necessary to call the attention of the public to our Guaranteed Line of Jewelry
Every one knows we sell the best---only.
Our Repair Department is at your service.

Building Blocks, Bisque Figures, A B C Books, Soldiers, Painting Books, Sewing Boxes, Doll Washing Outfits, Houses and Barns for Dolls, Doll Furniture, almost as big as sure enough furniture; Stoves, Pianos, Toy Tops, Toy Birds, Snookums, Rattlers, Whips, Assorted Animals, Dishes, Toy Watches, Whistles, Wagons, Scientific Toys for Thinking Children, Tool Chests, Games, and Hundreds of Other Things too numerous to mention in this limited space.

Box Stationery in Christmas Designs make ideal Christmas Gifts

J. N. GOODWIN, The LEADING DRUGGIST

Big Line Guaranteed Silverware, Suitable for Lasting Gifts

No. 11

explaining just how this is a fact, nor is it wholly necessary that I should. If interested in making the Beacon better typographically and mechanically, its creators can easily compare its displayed columns with those of some of the papers mentioned herein which have been praised as excellent, and thereupon proceed to imitate the styles and methods exploited through reproductions from the latter.

Last, but not least, I must mention that great weekly, famed for its numerous country correspondents, the Enterprise, of Alma, Kan. The Enterprise made its own holiday edition cover, consisting of embordered half-tones of the city of Alma, the high school building, court house, Lutheran church and local mill dam, all of which furnished an interesting study. As usual, the contents of this edition were excellent, the editorial page still offering the same good old standard of wit and wisdom which I have sincerely commended on past occasions. The Enterprise always gets a good print on its generous seven-columned pages, and, while the ad-man is not one of the artist type, nevertheless he has a high regard for deep margins of white, and this very feature renders his work tasteful and attractive. The names of Sage & Little are yet at the column-top in this publication as editors and proprietors, and here's wishing them many more prosperous years in the business.

By way of allaying all fears of those who have sent contributions to this department for review, I beg to add in conclusion that I have on hand a very high stack of papers which I have as yet been unable to get to, but in the course of human events I hope to come to them and give each its proper share of attention in these columns.

✢ ✢ ✢

"INFLUENCE . . . WIDE AND DEEP"

Alma, Mich., Nov. 19, 1912.

National Printer-Journalist, 4618 Ravenswood Park, Chicago, Ill.

In the rounding out of twenty-five years in the continuous publication of The National Printer-Journalist we wish to congratulate you.

Its pages reflect the character of its publisher. Young men may well make a study of both. Its influence on present day journalism is wide and deep.

We are for you, and your ideals,

MILLER SAW TRIMMER CO.

By E. A. Holmes, Sales Manager, of Michigan.

✢ ✢ ✢

"Essentials in Journalism" covers all the routine of newspaper work, following its natural evolution from the tasks of the beginner to those of the most experienced man. Its principles have been tested by three years of actual class work. The authors are Professor H. F. Harrington, of the Ohio State University, and Mr. T. T. Frankenberg, of the staff of the Ohio State Journal. In their treatment of every department and phase of newspaper management they have emphasized the code of journalistic ethics, which alone can raise the standards of journalism. At the same time the book is practical, not theoretical, showing the student the why of everything he does and keeping to the standards of the average newspaper office. The appended series of assignments, stories, articles, and other exercises gives opportunity to put the theories into practice.

HOW PUBLISHERS CAN GET RICH USING THEIR OWN SPACE

Suggestions by a Mail Order Man

Most publishers of newspapers are "land poor" with grants they do not cultivate. In America the fourth estate is the greatest by far of all estates. It is first and tremendous in political power; the social prestige it confers is the greatest that can be conferred; and it has unbounded commercial opportunities in its advertising. To the commonplace man these things would mean wealth and pleasure, but the finer newspaper man lives in comparative poverty.

This is because of a temperament which he has no power to change. Uusually he is so diffident that his money-getting activities are confined to what necessity compels him along the blind route, in which he collects but a trifling fraction of what is made out of his columns by none too intelligent or able small tradesmen.

Though he be no merchant, the folly of the task of many a publisher ought to be apparent to him, that of trying to realize a minimum on their advertising space through the weak and crude efforts of advertising mummies, hayseeds, lobs, boobs, and nincompoops. How much better ought an intelligent man himself to do than the ignorant and slovenly gang he often depends on, frequently to his sorrow!

The postal laws now forbid the premium business on a general scale, but a certain amount is permitted, as we may note in some of our large newspapers. The enthusiasm with which they handle syndicate stuff suggests there is good money in it, and we can guess that, very likely, there is more for the syndicate than for the newspaper. Yet the newspaper man ought to be capable of doing his own promoting and writing his own ads, and taking all the profits, and using them. The newspaper has immense influence with its readers, and with a little experimenting given the problem and the right advertising offers, the publisher can get more for his space in the sale of noyelties than others will give him.

In fact it is known that most of the men running the big mail-order papers are so expert that their advertisements of ten-cent premium novelties pay them more for the space than advertisers do. As is well known, all the expenses of the Youth's Companion are paid by its premium business, leaving its subscription and advertising money "velvet." The million-dollar fortunes of Vickery, Hill, Allen, Gannett and others were made out of premiums, not subscriptions or advertising.

By exchanging space with other papers an enormous business can be done without using a bit of your own space for yourself. This is the method of the principal successful mail-order monthlies of today, a method which is enabling them to give excellent magazines, with high-salaried contributors, for twenty-five cents a year, and still make money.

This is a matter that has become of immense interest in view of the coming into effect on January 1, 1913, of the Parcel Post Act, by which postage rates on merchandise will be revolutionized. The rates on small packages for ordinary distances will be a tenth to a half what they are now, and this will bring into the mail-order field a great number of new articles. The articles best suited are those refused by the regular jobbing and retailing trade because the is "no call" for them; that need introducing, are meritorious, and have high profit. These can be advertised without interfering with the business of regular advertising patrons.

Another change wrought by the parcel post is that by zoning the country an advantage is given to houses nearest their customer, instead of enabling large houses in one city to supply the whole nation at equal rates of postage. The difference in rates will permit of the opening of mail-order houses in different parts of the country, and give them an advantage over distant ones.

The new rates of postage apply to merchandise under eleven pounds in weight, and fractions of a pound are counted a pound, as in England, so that at long distances the present third-class rate will still be cheaper for printed matter. The rates figure out as follows:

Miles	50	150	300	600	1000	1400	1800	More
1 lb.	.05	.06	.07	.08	.09	.10	.11	.12
2 lbs.	.08	.10	.12	.14	.16	.19	.21	.24
3 lbs.	.11	.14	.17	.20	.23	.28	.31	.36
4 lbs.	.14	.18	.22	.26	.30	.37	.41	.48
5 lbs.	.17	.22	.27	.32	.37	.46	.51	.60
6 lbs.	.20	.26	.32	.38	.44	.55	.61	.72
7 lbs.	.23	.30	.37	.44	.51	.64	.71	.84
8 lbs.	.26	.34	.42	.50	.58	.73	.81	.96
9 lbs.	.29	.38	.47	.56	.65	.82	.91	1.08
10 lbs.	.32	.42	.52	.62	.72	.91	1.01	1.20
11 lbs.	.35	.46	.57	.68	.79	1.00	1.11	1.32

Home town packages will be charged 5 cents for the first pound and one cent for each extra pound up to eleven. This includes delivery by carrier or rural wagon and, with the fifty-mile rate, will be a great boon for delivering job work. On small parcels it will cost less than carfare. The postmaster general has authority to initiate a C. O. D. and insurance scheme in connection.

* * *

ORGANIZATION, SYSTEM, COST AND SERVICE

On September 14th last, President W. M. Castle of the Green Bay Typothetae delivered an address, which is published in the January U. T. A. Bulletin. The address is filled with statements that ought to be received as axioms among, and give the force they deserve. We reprint the following from the address, arranged in brief axiomatic paragraphs:

You can't live alone in this world, neither can you do business alone, and do it right.

* * *

You can't go about telling people that your competitor doesn't know anything about the printing business, that he is your enemy, without casting odium and discredit on the business and yourself.

* * *

A printer with a cheerful greeting for his fellow is a finer man than the one who crosses the street to avoid meeting another printer.

* * *

Association, co-operation, good-will among shop owners, are the means to an end. The end is an uplifted industry in place of a neglected, profitless drudgery.

* * *

A clean, up-to-date system shop is a better advertisement than a shop filled with old junk and confusion.

* * *

The cost system does its work with mathematical precision. It is inexorable and unerring. It is cold-blooded arithmetic. Unlike a human, it is the same in its operation today and tomorrow and the day after. In this lies its value. It doesn't change, it never guesses. Unlike a man, it is not afraid of the truth.

* * *

An estimate of the cost of commercial printing embraces the cost of paper and ink, plus brains. Now let us substitute for the word brains the world ability — ability to make the work effective for the purpose it is intended to serve. This purpose is generally to make the printing a selling force. This is the real purpose of job printing anyway — to sell things. A good job printer is a potential salesman in the last analysis.

Honored for Efficiency Service—The Ben Franklin Club of Chicago Elects Officers

There is an old saying about some men being born great, others acquiring greatness, and others having greatness thrust upon them. The thrusting of greatness upon anyone in this age is of infrequent occurrence, but occasionally those vitally concerned in the well-being of an organization, of a municipality, of a state, or even of the nation, do wake up to a realization of duty and power and thrust upon some well tried and trusted individual duties and position that the faithful servitor would gladly have avoided.

This was what took place at the annual meeting of the Chicago Ben Franklin Club, when Mr. Hartman, who had served the organization so faithfully as president that after allowing a year's surcease from the troubles and responsibilities that this position would necessarily require, there was a unanimous demand for his reinstatement, and he was re-elected against his earnest protests. The Ben Franklin Monthly gives the account of this and other annual elections, as follows:

ANNUAL MEETING OF THE CHICAGO BEN FRANKLIN CLUB

Mr. Hartman asked that his name be not considered for the office. He thought they would agree with him that he had done his share in the past, and should not be asked again to fill the position of president.

All the objections of Mr. Hartman were overruled. His nomination was seconded in several places, and in order to prevent him from saying more in opposition to his nomination, it was moved, seconded and carried, that all nominations close.

The vote was then taken and the tellers later reported that Mr. Hartman had received an overwhelming majority, announcement of which was received by loud applause.

On being called upon by President Miller, Mr. Hartman said he thought he ought to have their hearty sympathy, instead of their congratulations upon his election to the office of president. He hoped that now the members had elected him everyone would put his shoulder to the wheel and try to make the work of the club a great success. He would look to them for earnest co-operation and he believed he would have no cause for disappointment. [Applause.]

Vice-President J. W. Hastie, amid cheers, was declared unanimously re-elected vice-president; and in acknowledging the compliment assured President Hartman that he would always be prepared to answer when called upon, and promised to do all in his power to make his duties as agreeable and as light as possible.

Julius C. Kirchner was again chosen for the position of treasurer and besides promising President Hartman his best assistance, pleaded that the members would promptly pay their dues. He also mentioned that recently blanks had been distributed among the members for information with regard to their equipment. This was because many cylinder presses had been added and they wanted to have their records accurate and complete. He trusted the blanks would be returned promptly, also that information would be given as to what the mechanical pay-roll was because it was advocated by some that their dues should be based on the pay-roll.

The election of the board of directors resulted in the following being chosen: J. I. Oswald, T. W. Walton, George Seton Thompson, Daniel Boyle, J. J. Miller, E. W. Kirchner, M. H. Kendig, J. A. Singler and E. F. Hamm.

Each one of the directors was called upon and expressed their appreciation of the confidence placed in them by the members.

E. W. Kirchner hoped they would be able to arouse more interest in outlying districts. If the secretary could find time to hold meetings in those sections, it would benefit the club in the central district.

Mr. Hamm felt there was much before the club the coming year and hoped more enthusiasm would be created and all would aid in advancing the cause.

Reports of the president and committees were read before the election.

In the course of President Miller's report he told of the work accomplished during the year. About eighteen complete cost systems had been installed and a great deal of aid given in other cases. This was all done free. The industry was sure to be elevated if the work were continued. He read letters from several who had installed cost systems in which they dwelt on the benefit they had received. He expressed his appreciation of the support he had received and offered his good wishes to the incoming officers.

Secretary Chandler then read the report of Chairman Boyle, of the Estimating Committee. Two meetings were put under its charge during the year. The attendance was so gratifying they felt repaid for the necessary effort. At the first meeting it was found to be a great disadvantage in not having time to estimate. So for the second meeting jobs were given out in advance through a third party and each estimator supposed he might get the work he was bidding on. Much good was accomplished through these meetings, and he suggested more of them be held. They have resulted in getting better prices for the printer.

The report of Chairman Welsh, of the Cost Committee, told of advancement. Statistics were obtained and educational work followed. A cost card was sent to every printer whose name was in the telephone directory and bindery and cylinder cards were now ready. It had been intended to get up an estimating blank, and it was hoped this would be done during the coming year. Joseph A. Singler, chairman of the committee in 1911, had greatly aided in the past year.

Vice-President Hastie spoke of the activity of the state factory inspectors and the discovery that uniformity was lacking in their requirements. A committee was appointed to find out just what was required. The workmen's compensation act becoming effective brought diversity of opinions on safeguards necessary for machinery. As a result of the committee's efforts a suspension of orders was agreed upon until some standard could be made. The general line of safeguards in the Henry O. Shepard plant was later accepted and used as a guide for others. Many have now safeguarded their machinery, minimizing the danger, and this will finally reduce the rates for insurance.

Secretary J. C. Adderly of the Ben Franklin Mutual Casualty Company gave an address, showing the progress made by that institution since its formation.

The meeting was a very enthusiastic one, and everything points to a year's work crowned with great success.

Move for One United Organization of Employing Printers

There is scarcely anything in modern civilization more encouraging and inspiring than the great development of voluntary organizations among men and the members of different callings for mutual improvement and the advancement of the industries and professions, and for the general good. These associations have, during recent years, accomplished wonders. Among printers the organizations that have proved of immense benefit, during the past few years, have been the Typothetae and the Ben Franklin Clubs, united, respectively, in separate international bodies, as the United Typothetae and Ben Franklin Club of America.

Each has proved a spur to the other in efforts for larger and more practical accomplishments. Of late, however, they have worked along similar lines to the same ends, in placing the printing business on a sound basis through establishing systems of cost finding and of efficiency, of co-operation, for insurance, and the securing of helpful, and the preventing of hurtful legislation, and last, but not least, in placing the calling on the high planes of full and adequate remuneration, business solvency and credit, honesty, recognition and respect.

The work has progressed so far and assumed such a system and permanency that it is believed that a union of the two organizations into one great body, with all the branches in the different cities united, will result in economy, greater working ability, and in the command of wider and more potent influence. The supporting of two separate organizations working for the same worthy ends, in the same fields, by like methods, is looked upon as, to a large extent, a waste of funds, of energy and effort.

The wisdom of the age, founded on the destructive experiences of the past, is all for mutual understanding and this movement for the consolidation of the printer organizations is a practical manifestation of the higher business wisdom, good sense and good will.

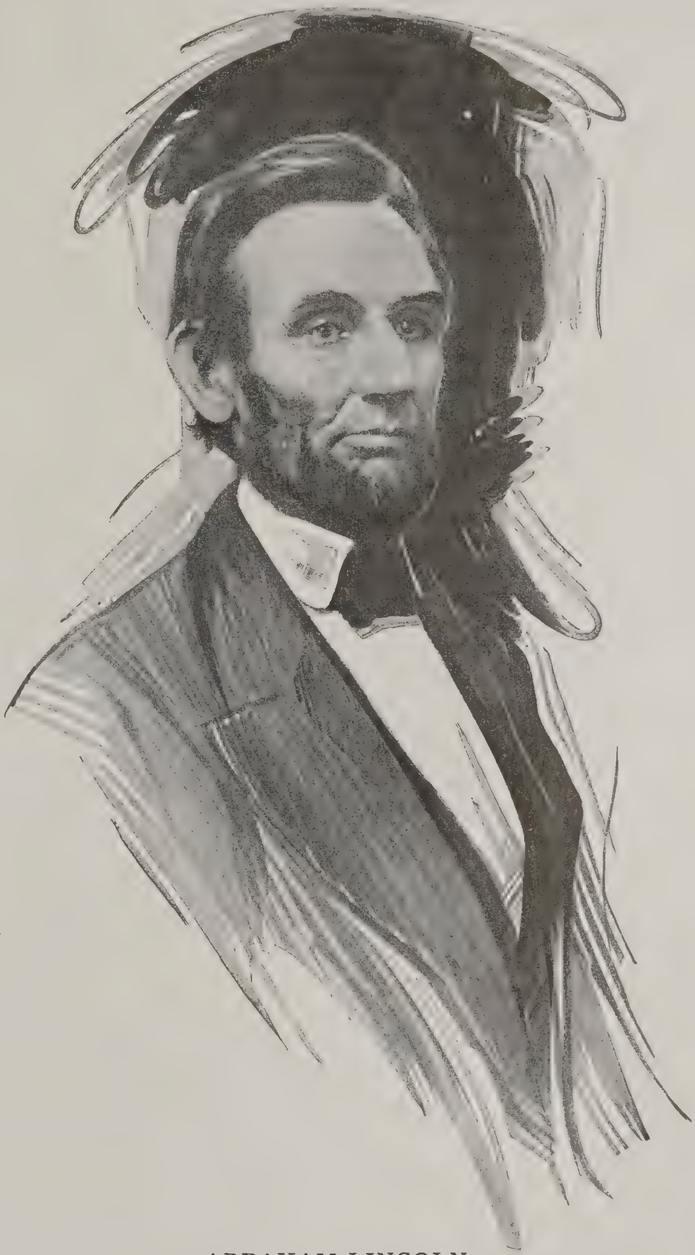
Committees of the two international bodies, as is well known to the readers of the National Printer-Journalist, have been working out plans for the prospective union ever since the Cleveland Convention of the Ben Franklin Club of America last year. On January 9, just passed, the joint committees on amalgamation met at the Sherman House in Chicago and after full consideration and discussion, agreed unanimously upon the following plan of union, subject to a referendum vote of the members of the two organizations:

First. That the name of the organization shall be The United Typothetae and Franklin Clubs of America.

Second. That present existing Ben Franklin Clubs and all other printers' organizations be admitted without initiation fee.

Third. That the basis of computing dues, as provided for in the constitution of the United Typothetae of America, be adopted as the basis upon which the Ben Franklin Clubs and other organizations applying for membership shall pay their dues, the same to date from July 1, 1913.

Fourth. That the present officers of the United Typothetae of America with the assistance of the officers of the Ben Franklin Clubs of America shall continue to conduct the affairs of the organizations until the next convention.



ABRAHAM LINCOLN

Drawing and Metzograph Engraving by The Eclipse Electrotyping & Engraving Co., Cleveland O.

Fifth. That the amalgamation plan as agreed upon by the joint committee shall be sent out for a referendum of both organizations at as early a date as possible, provided it received the approval of the executive committees of both bodies.

The following members of the two committees were present and participated in the discussions and in the action taken: President A. M. Glossbrenner, First Vice-President George M. Courts, Treasurer A. E. Southworth, W. A. Grant, H. C. Travis, and H. C. Wedekemper of the United Typothetae of America, and President W. J. Hartman, First Vice-President Charles Francis, Treasurer R. T. Deacon, G. H. Gardner, Stewart Scott and Ford Wallick of the Ben Franklin Club of America. George H. Gardner of Cleveland was elected chairman, and Henry Allen and Franklin W. Heath acted as secretaries.

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MUTUAL CASUALTY INSURANCE

The Ben Franklin Mutual Casualty Insurance Company has more than justified its existence. At the last meeting of the Ben Franklin Club of Chicago, Secretary J. C. Adderly gave an address, in the course of which he pointed out that during the three months of active operation the total cost to the insured for accidents had been just over $150. When it is taken into consideration that the company takes care of shops with an annual pay roll of nearly $8,000,000 the figures are astounding.

The articles of association and the company's charter provide for the holding of the annual meeting of the company on the date above given. This meeting will be of great importance and it is sincerely trusted members will make every effort to be present.

The record of the company since the time it has been doing business has not been surpassed by any other similar organization in existence. The results which have been achieved in this short period of time confirm the statistics furnished by the German Printers' Mutual Casualty Association and demonstrates the increasing value which this organization will continue to be to the members of the printing trades in this country.

Additional legislation is now being contemplated by many of the states which will vitally affect the interests of the employer. These matters can only be taken up by such an organization as the Ben Franklin Mutual Casualty Company, by making sufficient preparation in advance rather than by attempting half-heartedly to meet the issue after the damage has been done.

The question of workmen's compensation in the case of accident is growing more important every day. It is interesting to note that in all but seventeen states of the United States legislatures are studying the matter.

The Ohio State Board of Liability reports that it has a surplus on hand on business done between March and November 15, of $98,489.08.

The board has collected in that time in premiums from employers who have joined the compensation plan to insure their workers for injuries which may be sustained while pursuing their vocations the sum of $108,656.85. Only $10,167.76 has been paid out in the way of compensations to injured employees or their dependents.

It is this large surplus that leads the members of the board to believe that its rates are too high, and as a result they are being reduced materially.

Reductions of from 15 to 65 per cent have been announced, and as these cuts are made with only eight months' experience it is believed even more favorable terms will be given employers of all classes.

Such reports as these only go to bear out the assertions made at the time of the foundation of the Ben Franklin Mutual Casualty Company that mutual insurance was by far a cheaper and more satisfactory manner of taking care of casualty risks, especially in the printing business where the risks are light, compared with the more dangerous trades.

The new laws which provide for the compensation of workmen operate well towards the ends sought, one of the strongest points in its favor being that it tends to the prevention of accidents. Dangerous occupations are becoming less so because with the experts watching every line of work, the employees are fast being taught to eliminate the possibility of danger.— The Ben Franklin Monthly of Chicago.

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BEN FRANKLIN CLUB OF CHICAGO SECRETARY INTRODUCED

At the January 23 luncheon and meeting of the Ben Franklin Club of Chicago, Mr. Frank R. Brines, former secretary of the Electrotyper's Board of Trade of Philadelphia, newspaper man and experienced organization man, — having been connected with the printers' organizations in Philadelphia and New York — was introduced by Mr. W. J. Hartman, president of the Ben Franklin Club of Chicago, as the new secretary.

Mr. Brines acknowledged the introduction in a few well-chosen words, stating he had come West for the purpose of assisting the members of the Ben Franklin Club, not only as a club, but to assist each and every one directly and it was his purpose, if possible, to increase the membership of the Chicago Ben Franklin Club, and was positive he could readily do so if given the co-operation of the members. He stated that no secretary of any organization could expect to make good unless the members co-operated with him. Mr. Brines, having had the experience in the East of organization work and understanding the needs and desires of the printing craft, should be of great benefit to the local organization. The members of the club were not slow in expressing their approval of the Board of Directors' selection of the new secretary, and after the adjournment free expressions were given as to their personal opinion concerning plans for the coming year.

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AMALGAMATION

The weekly noon-day luncheon and meeting notice of the Ben Franklin Club of Chicago for January 23, with its headline, "Important to You," and the message that "The All Important Subject and Plan of Amalgamation to Be Taken Up and Thoroughly Discussed" was the means of bringing out one of the largest gatherings that the Ben Franklin Club had been favored with at their noon luncheons.

Mr. W. J. Hartman, the newly elected president, briefly outlined his idea of amalgamation and, among the many other things, stated the benefits that would result along lines of co-operation for the preventing of unjust national and state enactments unfair to printers and publishers.

Several of the most active members of the Typothetae had been invited to this luncheon and were called upon to express their views. Remarks were made by Mr. A. E. Southworth, Mr. W. A. Grant, Mr. J. A. Morgan, all favorable to the uniting in one organization.

Ex-President J. J. Miller spoke of previous work that had been carried forward for the bringing about the union.

Mr. W. B. Prescott gave a straight-from-the-shoulder talk as to what he considered the printers of this country should do for their own benefit in the matter of co-operation and the getting together, in which Mr. W. H. Sleepeck coincided.

Mr. G. H. Benedict was called upon to express his opinion regarding the admission of supply men to the plan of amalgamation, and spoke in favor of the one organization idea on plans that would result in concerted action through unity of plans.

Mr. F. I. Ellick, the former secretary of the Ben Franklin Club of Chicago, who happened to be in the city on business and attended the luncheon, was also called upon to express his views, and stated among other things that he was of the opinion that amalgamation or the getting together of all printers was the only proper method to proceed for the benefit of the craft.

He gave the Ben Franklin Clubs the credit for the new activity and life that had been infused into the movement, but now that "Old Dobbin" was going full speed, it was time for all to get into the one van, for progress.

By unanimous vote, favorable to uniting the Chicago Typothetae and the Ben Franklin Club of Chicago, the president was authorized to appoint a committee of conference.

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Wise Business Principles From a House Publication

"The Never Sleep Gazette"

A NEW house publication of the Regan Printing House, Chicago, has pith and point and in name and contents is true to the traditions of the great printing establishment, one of the oldest and largest in the city from which it emanates.

Willis C. Stone is managing editor and Messrs. Charles Lehan, Graeme L. Smith, William H. Hughes and M. H. Madder, associate editors. The publication is handsomely gotten up and the matter reflects honor upon the editors. There is a good deal of business wisdom, in numerous paragraphs, besides interesting information in articles on the "First Printing Done in America"; "The First Newspaper in New York"; "Installation of the Parcels Post," besides discussions as to postal matter under the caption "Putting the Rollers Under Public Functionaries and Why."

From the different paragraphs, we select the following golden nuggets, so to speak, of wise business principles that cannot be enforced too frequently and the value of which can never be over estimated:

Money is regarded generally as all-powerful, but it is not. Under existing conditions possibly it is the most convenient commodity that is floating around, but handy as it is, there is one thing that money will not buy nor will it restore the damage we sustain when we are the losers of the priceless portion of our lives. Money will not buy character when we destroy the fabric, neither will it repair the injury to our blighted standing before our fellows. It follows then that the institution which possesses character has an asset that is more appealing than the capital it has invested in business and it stands on a foundation that is unassailable.

The best aid in securing trade is an honest intention to render service, in holding it after you get it, to give the patron more for his money than he had heretofore received, and then make it plain that you are his partner in gaining success for the undertaking that he is engaged in promoting.

There was never an instance where anyone knew too much to be able to turn out a job of good printing. Added to the endowment of bright faculties we must have experience, a whole lot of up-to-date tools and the opportunity to put these combinations into action.

Service is the oxygen that, injected into the circulation, enables the racer to not only cover the distance and get his number chalked up on the board, but it gives the power to the patron when you render service to him that he can go out and make money with which to pay for the product.

Life is one continuous going to school and we should at least endeavor to know more each day we occupy a place in this breathing world of ours. By so doing we gradually advance in development and become better mariners on the sea of effort.

Temptations are many and trials are numerous, but there is much more joy and satisfaction in adding to the business of a patron by turning out a high-grade piece of work than dwelling in the midst of the professional uplifters.

There is a mutuality of interest between the patron and the one who produces an article, which is a very valuable asset. In fact they are partners with all that the term implies.

Team work is what counts in the field of production, and that is why an old and well organized institution with its thoroughly drilled force has the advantage over the raw recruits. Do you catch on?

Opportunity knocks many, many times at our thresholds and bids us awake and go forth to win the prize. Boneheaditis is the affliction that causes us to snooze, halt and hesitate.

Time is the most important element that we have in the world, and money is simply a certificate of time. We should always be on our guard that we waste neither our own time nor the other fellow's time, and we should restrict our wants so that we can live within our income, however modest that may be.

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CONGRATULATIONS ON HIGH STANDARD MAINTAINED

THE UNIVERSITY OF WISCONSIN

Madison, Jan. 17, 1913.

Mr. B. B. Herbert, 4618 West Ravenswood Park, Chicago.

Dear Mr. Herbert: Enclosed are two dollars in payment of my subscription to the National Printer-Journalist. In renewing my subscription for another year, I want to congratulate you on the standard you maintain for your publication and especially on the twenty-fifth anniversary number. You certainly deserve richly all the good things your many friends said about you in that issue.

Yours very truly,
WILLARD G. BLEYER.

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THE BURNETTSVILLE NEWS

Burnettsville, Ind., Dec. 14, 1912.

National Printer-Journalist,
Chicago, Ill.

Dear Sirs: Find enclosed check for $2.00 for subscription for another year. Every issue of the National Printer is a help and inspiration to an editor. It is filled with good things from cover to cover, and I wish you a happy and prosperous Christmas and New Year.

Yours very truly,
J. ROLLAND DOAN.

Method of Interviewing

By W. B. Jones, Formerly with the Buffalo, N. Y., Express

WHEN the writer went first into newspaper work he felt sure he could never do any reporting, owing to a great lack of temerity, inability to form acquaintances quickly, an almost morose disposition and tongue-tied instinct. I made no great achievement in reporting, and in some lines, as police, I did nothing. Yet other lines I did do, and did with some success.

There were men regarded as reporters of note on the staff with me, yet it was a great surprise to me to find how little skill or science these men, old in experience, put into interviews. And when I read the work of highly paid men on the great papers and magazines, it surprises me still more that in none of those interviews which reveal the method of questioning have I seen any evidence of the methods I devised and successfully used, or anything like them.

Knowing myself under a handicap, and believing that handicap to be greater than it was, I planned out my interviews (the line I was most successful at) beforehand. The first point I looked out for was never to ask a leading question, especially one that might embarrass or require study to answer at once. I planned my first question to be easy and simple, one that it would give my man pleasure to answer, if possible, one that he would answer with avidity. I followed this up with similar questions, perhaps of no importance, but giving me a chance by keen perception to catch his position and sentiments. My answers and talk were such as to make him feel that I understood his position and had his point of view. I would talk in a quasi-confidential manner, as a friend, to make him feel he could unbosom himself to me and have me put it down just as he wanted it. In my early questioning I would tell him how I was going to put things down and ask his approval. Of course, whenever a man fell in with my plan, I never abused his confidence. I not only regarded it a sacred honor to leave out anything he had told and wanted left out, no matter how much the paper might lose, but I also made the stuff as much to his credit as could be. I wrote as his representative, with intelligent restraint, of course. If a man rather opposed me, the case was different. I wrote what I deemed most clever or entertaining to the newspaper's readers.

In seeking information I avoided flunkies and clerks. These fellows are not only conservative and afraid to open their mouths one way or the other, but their information is often away off when you do get it, they being poor thinkers. I went as near the top as I could, preferring men whose names the papers had made familiar to me, knowing that such much be friends of the newspapers to have their names so familiar. It takes a man of considerable intelligence and ability to have confidence for talking offhand for publication. Unlike some of the other reporters, I did not quickly assume everyone who talked freely was looking for advertising and form dislikes for those in whom the desire was patent. Such fellows found a serviceable friend in me. My realization of the ignorance and incompetence of those who pretended to be conservative made me partial to those who were of opposed character and a help to my business; and I admired the ability which gave self-confidence for standing in the limelight.

I made the calculation that the men I interviewed all understood the value of publicity and that, if it could be done through some bosom friend just as they wanted, all would like to use the paper's power. I knew if I could make a man feel that he could make me his confidant and trust implicitly in me, I could get lots of news from him.

When I had a question that was likely to be refused an answer, my favorite ruse was to devise a fake question, assuming something a little horrible that my man would have to deny, and usually such that in denying it he would see the advantage of giving the true facts. Thus, in the case of an elopement, I asked the father of the bride if it were true that the automobile in which the couple had departed had been taken without leave. He was prompt in defending the character of the groom, which defense involved an explanation of the whole case. An immense deal can be accomplished with fake questions where information is difficult to obtain.

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FRANKLIN W. HEATH RETURNS TO PHILADELPHIA

The extended and long continued work of Franklin W. Heath in connection with the United Typothetae of America and local printers' organizations and his frequent addresses on organization and other matters connected with his work, and his able contributions to the printing trade press, have made him a national character, widely known and highly respected.

For over four years Mr. Heath has filled the office of Secretary of the United Typothetae and under his supervision the main office of the organization was moved from Philadelphia to Chicago.

Mr. Heath has now resigned his position as Secretary of the national body to accept the office of manager of the Printers' Board of Trade of Philadelphia. Mr. Heath succeeded Mr. John MacIntire at the Detroit convention of the U. T. A. and since that time, and during all of Mr. Heath's administration as Secretary, there has been great growth and expansion in the activities of the organization and Mr. Heath has visited every state in the union in the course of his duties and made many friends in all parts of the country.

The Philadelphia Printers' Board of Trade has been fortunate in securing the services of a man of such broad knowledge, observation and activity.

Mr. Chadwick P. Cummings, whom Mr. Health now succeeds, resigned his office to accept a place with a prominent printing house in Toronto, Canada.

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"WESTWARD THE STAR OF EMPIRE"

Settlers never have reached a far point in the West or the great Northwest but they found the newspaper in their midst to help in the upbuilding of the new land.

W. C. Pratt, an experienced newspaper man, will begin the publication of the News at Grande Prairie City, Alta., the latter part of February. The News will be a pioneer in the Grande Prairie distrist, Northwestern Alberta. Mr. Pratt has already shipped the printing machinery and office fixtures to Edson, 130 miles west of Edmonton, from which point the equipment was taken to Grande Prairie City by freighting outfits, the overland journey consuming a week. Paper and other materials will be sent into the district by similar methods.

"The field is new in every sense," Mr. Pratt said, "but I feel confident that the News will be received with favor by the settlers in the district. The country is filling up rapidly with experienced farmers, and there is every indication that we will have a settlement of importance in this Western country. Grande Prairie City has a bright future, and we are going into the country with a firm determination to make good."

Mechanics of the Print Shop

By Alfred R. Gardner, 665 Cornelia Avenue, Chicago

DO PRINTERS generally realize the importance of mechanics in the economical production of good printing? With the advent of so many cost systems and their unquestioned benefit to the trade, I sometimes think that the mechanical side of the business is being overlooked, or, at any rate, neglected, and my attention has been quite forcibly called to this subject by observations made in several shops during past years. A few instances will suffice to illustrate this point. Some months ago I visited and became well acquainted with a shop doing publication work where the output was practically uniform throughout the year. This shop had a very elaborate cost system, which, considering the class of work done, was, to say the least, of doubtful utility, yet the composing and press rooms were actually typographical museums. The composing room was just such as you would have found in any large country town twenty years ago, and the pressroom contained a specimen of almost every type of flat-bed press that has been built during the last fifteen years, all of different sizes. Here was a pressroom with eight cylinder presses and a full force of employees, working from ten to fourteen hours per day, six days a week, on cheap magazine work, to turn out what should have been but ninety thousand printed sheets had the presses been of the proper size. The composing room was too ancient to merit description. This was a clear case of ignorance regarding the mechanics of a printing office, yet it was very hard to convince these people that they did not already have a thoroughly up-to-date plant, and it may be adding insult to injury to say that practically every item in the outfit had been purchased within the last three years.

Another instance was that of a shop having nine or ten cylinder presses of the best make, with a very modern composing room, both linotype and monotype machines, a first-class bindery, etc.; in fact, a shop that if rightly handled was capable of doing work the equal of any, yet they were grinding out the cheapest of cheap novel and hand-bill work. This shop possessed a most elaborate cost system, which was clearly needed. They were capable of telling within a fraction of a cent just what every job cost. Yet the plant was lacking in that it had no mechanical ability at the head. Had the management possessed a knowledge of the mechanics of printing equal to their knowledge of cost systems, the output and wear on equipment could have been reduced one-half and the income doubled or trebled; or if they wished to turn out the same grade of work, the same capital invested in machinery made especially for this purpose would have enabled them to double their output, with a greatly increased percentage of profit.

But these are extremes, and we should look at them as such; however, my observations led me to believe that there are very few printing offices where there is not some chance to improve mechanically. In the first-class composing room a thorough knowledge of mechanics as applied to the trade is just as essential as type or copy. If the compositor is to lay out his own work he must not only know how to set up the job in proper style, he must also be able to choose the materials best suited mechanically to the work in hand. Some work may be more economically set on the linotype than monotype, yet be defective mechanically, or vice versa. The same rule applies to hand composition of foundry type. Each is best in its proper place and no substitute can be used if good results are to be obtained, yet this requires a knowledge of the mechanical perfections and defects of the various systems.

Makeup also requires attention, for in this work there is abundant opportunity for the display of pure mechanical ability. A few bits of paper or strips of cardboard may cover up a multitude of evils or form part of a defective equipment, but they cannot conceal mechanical defects.

Locking up the forms is much more important in modern print shops than in the days when short runs were almost universal, and the material which our predecessors thought suitable for furniture we cannot use for the better grades of work where mechanical accuracy is a necessity. I could never see the economy of spending thousands of dollars for type and type machines, that are almost the acme of mechanical perfection and using them in conjunction with wood furniture and reglet, which cannot be made accurate and is impossible to keep so, under the conditions in which it is used, if it were mechanically possible to make it. And a word regarding steel furniture: some printers object to it because it will not "give." This is one of its best features. To secure first-class work with a minimum wear, the type, cuts, furniture, everything in the form, must be absolutely accurate and unyielding.

In connection with locking up is the subject of patent blocks. Where the average runs are short, convenience or ease of handling should receive more than passing attention, but with long, heavy runs absolute accuracy and rigidity and their maintenance must be the first consideration. Thus, bases which might answer all purposes in some shops would be wholly unsuited for others because mechanically defective for the class of work done.

The subject of electros, whether copper, nickel or iron, requires a good knowledge of print-shop mechanics if the best results are to be obtained. Their economy for many kinds of color work and for long runs can scarcely be questioned, yet I know of shops that do not use them, many times where they should; and others who use them on almost every occasion, often at a loss. The use of pattern plates and the repair of damaged electros is a part of the mechanics of printing not nearly so well understood as it should be. I have known of perfectly good electros containing original half-tones being replaced with new plates simply because the solder joining the two plates failed to hold, the press standing during the meantime. This fault, which has been found very difficult to guard against in the foundry, is not such as to warrant the making of new plates, for the defect can be very readily remedied by resoldering the parts if they are not worn or otherwise damaged. And the repair takes but a few moments. Damaged letters in electros can also be corrected by having the foundry solder in type in their stead.

The successful use and correction of pattern plates is a somewhat difficult proposition for the ordinary printer, but the economy of their use for many classes of work if properly handled, is such that no printer can afford to overlook them. Several years ago I became acquainted with a shop that had undertaken to print a revision of a work of something over 3,000 pages, and had acquired the pattern plates of the previous edition. About twenty-five per cent of the copy was new, but fully sixty per cent of the plates should have been saved, yet as the work was handled, entirely new pattern plates had to be made for practically the entire job. This loss could be attributed partly to poor mechanical equipment, but more to a lack of the proper knowledge of the subject.

ALFRED R. GARDNER.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

4618 WEST RAVENSWOOD PARK, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT . EDITOR AND PUBLISHER
B. S. HERBERT, - ASSOCIATE EDITOR AND ASS'T MANAGER
WM. E. HERBERT, - SUPT. OF MECHANICAL DEPARTMENT

Official Paper of the National Editorial Association

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Canada and Mexico, $2.00 per year, in advance.
FOREIGN SUBSCRIPTIONS—To countries within the Postal Union, 10s. 6d.

CHICAGO, FEBRUARY, 1913

The National Printer does not seek to be a newspaper, but to be a helpful instructor, a teacher of better and more effective ways and to inspire to higher efforts. News is incidental and at times helpful, but the end in view is betterment and improvement.

* * *

Newspaper makers should not be forgetful to remind advertisers of the forgetfulness of all humans and of the constant charges in a city and a community. Men come and men may go, but advertising, to be permanently remunerative, must go on forever and all the time.

* * *

The early years of this country will be celebrated in history as the era of the introduction of system in the printing industry, that, as a calling, has ever been recognized as the greatest influence for advancement in all other branches of industry and business, as well as in the progress of the world.

System means orderly accomplishment with greater efficiency and surer and more worthy results. It is an insurance against errors or failure and means more work with less worry, and brings confidence and commands respect. It results in larger rewards for the exertions actually required and put forth.

System is properly defined as "a natural combination or organization of part to part, as due to the nature of the objects connected" or, in a broader sense, to persons working together for the accomplishment of the objects had in view, a "plan or method of operation." It lies at the foundation of harmony among all workers, and in all government. It binds men together in concerted, harmonious action, in co-ordination of effort, and causes full mutual understanding and good will.

The study of Greek, as establishing the habit and instilling lessons of the necessity of absolute accuracy, is proposed by the University Missourian, the daily issued at the School of Journalism, as one means to full preparation for the profession of journalism. Any one who has ever wrestled with Green verbs or studied the importance of every little dot and mark, "some slanting one way and some the other," the inflectional forms, breathing marks and accents, will appreciate the suggestion. Certainly the necessity and the duty of accuracy in newspaper making cannot be exaggerated, and if the study of Greek will make newspaper writers, reporters, editors and readers more habitually and conscientiously accurate, then let them all study the grand, old language in which Socrates taught, Homer sung and Demosthenes orated.

The Greek language, too, is euphonious and symphonious; has the grandeur of the mighty, surging ocean, is symmetrical, scientific, harmonious, logical, systematic and allows no violation of rules. It is, withall, inspiring to grandeur of thought and is marvelous in facility for word formations, while its study is highly disciplinary and educative.

Our editor friend of the University School of Journalism urges that

"As every little dot or mark in Greek script is important and proper in its place, but useless and wrong when out of place, so there are in journalism points of extreme importance. Improper usage brings trouble. The eye of the city editor and the copy reader must be as quick to see mistakes in copy and to find the little dangers that may be hidden there, as the Greek student is to observe the mistakes in his prose composition. The reporter, too, must be as careful in the gathering of news and in writing his story, using only facts, as the Greek student is in arranging the phrases in their correct order and observing the proper use of tenses.

"The mastery of Greek demands the same thing as success in journalism — accuracy, **accuracy, ACCURACY.**"

* * *

Eugene, Oregon, is a beautiful place, noted for its location, its refined people, its elegant homes, splendid churches and schools, all of which were given added fame in a special issue of the Eugene Daily Guard on January 1.

Nearby towns were not forgotten in this great issue of eighty-four pages, splendidly written, illustrated and printed, nor was the great State of Oregon slighted and the striking events in politics, disasters and sports of the whole United States for

1912 were succinctly and ably set forth in able, contributed articles.

It was a most complete and satisfactory edition in every way, clean, bright, wholesome and informing. One illustration — that of the "Children's Fair at Creswell"— joined to that of a "Cornfield Near Creswell," especially attracted our attention. The little folks are not neglected in Oregon; with the best school instruction they are taught how to do things like and better than the grown-ups; how to conserve and make the most of resources and to order their lives for highest usefulness and success.

Theirs is a land of great possibilities and it is a glorious work to prepare them to use and improve these opportunities in a way to leave a still richer heritage to their children. When the children are prepared to make this earth a heaven like to that above, of which we have all been taught, and have done their work for their own and future generations, they will be well fitted to receive the benediction for fruitful faithfulness and to enter into the pearly gates to receive the reward for those who have well done and who have been good servitors of mankind to their fellows, children of the Great All Father, the giving of a drink of cold water to one of whom, it is said, not to be without remembrance and reward.

* * *

Editor H. C. Hotaling issued a special "Robert Burns Day Edition" of his Blue Earth County Enterprise on January 25, printed on orange colored paper and filled with matters pertaining to the day and to the local celebration in honor of the Scotch poet.

Burns seems almost to be the patron saint of Mapleton, Minn., where the paper is published, and each year his birthday is celebrated with enthusiasm. The sports, bagpipe music and songs and the dances of old Scotland are all revived. There is a great banquet with oratory and the reciting of Burns' poems. Guests gather from all over the state. A club of curlers is maintained with a membership of 110, and an even dozen teams of curlers started in at the "Heather Rink" on the Wednesday before and kept up the sport for three days, contesting for prizes.

A German mayor welcomed the Scots this year and argued that he was in harmony with the sentiment of Burns, who had been quoted, by the Scotch mayor the year before, in the lines:

"It's coming yet for a' that
"That man to man the world o'er
"Shall brithers be for a' that."

Portraits were given in the Enterprise of the officers of the Maples River Burns Club and of all others prominent in the festivities and sports.

Judge Andrew J. Bruce, of Bismarck, N. D., delivered a magnificent address on "The Gospel of Robert Burns," enriched with quotations from the "plough boys' poet." The address told of an improvement in England and Scotland, through landlordism and the game preserves, so that fifteen per cent of the people are paupers, and then made application to the struggles that were to come in this new land, saying:

> "And, ladies and gentlemen, the battle has just begun. The bloodless battle of peace which often requires more courage than even that of war. Back of us is a magnificent past. It is builded on democracy. There is only one ideal, and that is the ideal of the great Teacher of man, that the meek shall inherit the earth, and that of Burns that man to man the world o'er should brothers be, and a' that. We, Scotchmen, must, in America, as we have in the old world, help to bring the kingdom of God upon earth. We must show that we in truth believe in the Fatherhood of God, and in the brotherhood of man. We must show that we really believe that all men were born free and equal. We can live in America as well as in Scotland the gospel of Robert Burns.
>
> "There is need that we should do it. Never before was the pressure of existence greater. Never the demand for loyalty in business and in civic life more keen. We must resolve politics and reforms into terms of human life. We must look upon government and office as avenues for service and not for gain. We must cease to be snobs. It was snobbery which killed Robert Burns. It is snobbery which has caused all of the wars, and all of the cruelties of mankind. Do you think that the ruling classes of England would have driven the tenantry from the soil and made two hundred and fifty offenses punishable by death if they had had any regard for that tenantry?
>
> "Do you think that they ever would have provided that a boy should be hung for shooting a rabbit? Do you think that the lords of Scotland would have ever devastated the Highlands and driven the sons of the poor to wander over the face of the earth if they had had any regard for those people? If they had not had the snobbish idea that somehow or other they were better and of a different mold than their fellows? I say that even in America if we would save the common man we must cease to be snobbish and begin to believe in him."

Such a celebration is wholesome for any community, serving to revive a broader, deeper love for liberty and to inspire hearts with the feeling of human sympathy and brotherhood.

* * *

There can be no real content without an abiding, active faith in a more glorious future. We have frequently noticed that those who are at a lazy standstill and are constantly claiming that they are satisfied and contented with their positions and conditions, are everlastingly finding fault with those who have attained. Their fault finding shows that there is a perfect hell of discontent and envy in their souls, that can only be satisfied with criticising and complaining about others who have done things. The man who is doing his best every day and striving for better things, has no time for this viciousness. His soul is full of peace, good-will and joy. There is something still to be achieved and no time for miserable brooding.

WONDERS OF TWENTY YEARS OF PROGRESS

Twenty years ago Mr. E. E. Cox estabished the Evening News of Hartford City, Ind. On January 28, he signalized the twentieth anniversary with an article giving briefly an account of the progress made, which is so indicative of the rapid changes and development of printing and newspaper-making in the smaller cities of this country, ranging in population from 6,000 to 20,000, that the following extract will be found especially informing, pleasing, interesting and inspiring:

> It was of Mr. Timmonds that the present owner purchased the plant in April, 1891, which at that time was located in a dingy upstairs room on the east side of the square. Two years later, in January, 1893, the daily edition, the Evening News, was launched.
>
> In those days the publication of a newspaper was more strenuous. The equipment was rude, compared with the up-to-the-minute machinery and materials of the present day. An old Washington hand-press, inked and propelled by hand, was utilized, and it was an all-day's job to run off the edition. Later, the first cylinder press ever brought to this county was installed. This press was considered a marvelous invention and improvement, and people came for miles to see it in operation. It was turned by a crank, the motive power being supplied by an old negro. Two years later the colored man was displaced by the installation of steam power.
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> As new inventions were made in the printing trade they were added to the office equipment of the News and Telegram. When the linotype came into vogue this office was the first in the county and one of the first outside the big metropolitan papers to realize its advantages and install a machine. Now practically every up-to-date country newspaper office has a linotype machine, the old method of setting straight composition by hand having been relegated to the scrap heap of old and musty methods.
>
> In the meantime the News and Telegram had outgrown its old quarters and the plant was moved to its present commodious home, where it has continued to grow and prosper each year of its existence. Even its new two-story brick home soon became too small, and a few years ago the floor space of the plant was doubled. In the place of the old Washington hand-press, there are now seven modern cylinder presses engaged day and night in printing. Two of the presses are two-color presses, and a third is equipped with an automatic feeder that is even more dextrous than a human. Instead of the hand power that propelled the old newspaper press half a century ago, each of the presses and every other piece of machinery, including the linotype, paper cutter, book binder, stereotyper, router, etc., are equipped with separate motors, propelled by electricity. Every labor-saving device known to the trade is utilized in the printing of an enormous amount of job wok and the publication of a daily and weekly newspaper. The office, without a doubt, is one of the most complete of its kind in the country, and few towns of this size can boast of one that will compare with it.

Never before have better opportunities been offered for the right kind of men than in the printing and newspaper business in the smaller cities during the past dozen years. Indiana has been especially noted for the great development of the newspapers and job printing offices.

Editor Cox is the right kind of a man. He is one of the sons of the National Press Association and married a daughter of the association, Miss Tozier, of Portland, Ore. This organization has not only been a promoter of successful newspaper-making, but of several happy marriages, the result of pleasant association at the conventions and during the many delightful excursions. Both kinds of promotion have resulted in the upbuilding of the members directly concerned therein.

The Evening News is in every way a creditable newspaper for a city of six thousand population and receives liberal advertising patronage, and is rated with a credit above normal and a capital between $15,000 and $20,000.

The office combines, as is the case with most cities with a population ranging between 5,000 and 20,000, the newspaper, job printing and bindery in the one business under one ownership and management.

Aside from the location and development of large manufacturing establishments and the natural increase in merchandizing, the newspapers in the smaller cities have been greatly helped by the free rural route service.

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No apology is deemed necessary for devoting large space to the subject of advertising in its different features and methods. Long observation has convinced us that many newspaper men, who deal in advertising, are the least appreciative of its great possibilities and real values. A proper study will convince any man of broad observation among business men, that the proper kind of advertising, truthful and informing and inspiring, induces to action, is creative of business and is business-winning. It is today the greatest known agency of improvement and progress. There are many different viewpoints presented in this issue of the National Printer-Journalist, and all that is presented will repay careful reading and thoughtful consideration.

Advertising is not only the first step but it is the continued journey to all permanent and worthy success.

All men, all causes and all institutions advance through advertising, or proper, effective publicity, and, certainly, those who deal in such an essential commodity should understand fully the quality demanded and the most effective ways of its use. Newspapers and printing offices, that furnish this commodity, should be liberal users thereof, and in that use should be examples of and patterns for their customers or prospective customers.

Advertising should not only be pleasing, winning, educative, helpful, to both sellers and buyers; direct, clear and impressive, but should be clean, free from frivolity, coarseness, impurity or vulgarity. While advertising should be attention-commanding and entertaining, it should be free from exaggeration. The advertiser should always be able to make good any and all claims made.

The widest knowledge possible of the subjects to be treated upon in the advertising news or stories, is indispensable, and the highest ability and art of the trained writer and the skilled typographers are necessary to the giving the highest values through the securing of adequate results to the advertising customers.

Advertising has come to be one of the greatest sciences of the age, concerned with all the demands or needs of mankind and with all industries, commerce, political progress, upbuilding and reform, founded upon mental science or psychology and having to do with all the trend of human thoughts, desires, inclinations, prejudices, preconceived notions and ambitions.

Nothing that is human should be foreign to the most expert advertiser.

Those who deal in advertising should know how to suggest and direct in all these, always able to properly judge as to effective advertising and ready to point out the weak points in ineffective advertising, and, upin occasion, be able to construct such ads as will bring desired results.

Advertisers expect returns, and if those who deal in advertising or in advertising space, permit the use, through ignorance, of matter that will not yield results, they and not the matter used will receive the blame and will suffer the loss of both confidence and business.

The seller of advertising may not always be expected to know all that is to be known about the articles or business advertised, but should know what kind of advertising will yield best results in the medium that he furnishes.

If the owner of a field recommends and rents the same for planting of such grain therein as he knows will bring no crops, no profitable products or increase, he has no reason to complain if he loses his tenant and his field lies idle and non-productive.

All advertising is based on service or serviceableness, and no newspaper or periodical publisher should take pay for advertisements which he knows, from the character and circulation of his publication, will be of no profit to the advertiser, no more than he should admit to his columns such advertising as will throw discredit on his publication and render less valuable, or entirely valueless, advertising space therein.

USEFUL THINGS FOR NEWSPAPER MAKERS

Suggested by the Williamsport Sun and News

In a city of about thirty-two thousand population, the Williamsport Sun and News has a circulation of 16,520. Copies of this combined paper, of January 24, 25 and 27, furnish proof that this circulation is fully deserved. The circulation for each previous day, to that of issue, is given on the first page in bold figures, at the left of the paper's title and to the right, inclosed in rules, is given, each day, arguments for want ads. The tablet for January 24th reads:

> **The SUN and NEWS Want Ads. will determine who will secure nine out of ten of the best positions filled in this city today.**

The reading on January 25th is:

> **The SUN and NEWS Want Ads. will find work today for workers to whom a longer period of idleness would be a serious matter.**

On January 27th, the following is the form:

> **SUN AND NEWS Want Ads. will find tenants for property that could have been rented some time ago—but for the delay in advertising it!**

These are given because we believe, in form and substance, they would prove valuable to other newspapers and, more especially, for the reason that they show careful attention every day to this very important advertising branch of the newspaper. Attention to advertising and attention to the circulation are two important matters. Frequently these and other matters, that are essential to keeping up the business and winning success, are neglected by the newspaper makers.

These illustrate only the general practice and system of the management. At the bottom of the fourth page each day, neatly enclosed in a light border, is a talk, in from four to six paragraphs, furnished and copyrighted by J. P. Fallon, for the enlightenment of both advertisers and buyers.

The topics of these talks for the three issues that are before us are, respectively: "Do You Know Advertising Benefits You?"; "Do You Buy Through Knowledge"; "Think of Talking to 50,000,000 People."

We are tempted to give, with full credit, these several effective little talks, but they are copyrighted and Mr. Fallon is entitled to the full protection for the creations of his brains. Doubtless any publisher wishing to secure like service can get in touch with Mr. Fallon by writing to the Sun and News.

There is nothing to prohibit any one getting wise through this plan of appealing to patrons, and using his own ability in daily enlightening his readers, both advertisers and non-advertisers, in this vital subject. There is great need for constant education along these lines, and of "keeping everlastingly at it."

As may be naturally inferred, this newspaper is careful as to a proper and scientific make-up of its pages and a proper display and arrangement of the headings. Four deck headings are used on the first, third, fifth and seventh columns of the first page, while two decks are used on the other three columns and, of course, there are no advertisements on the front page.

The difference between this manner of headings and the running of headings of the same length or number of decks side by side is strikingly apparent at a glance and the effectiveness in catching the eye and holding attention is great, to say nothing of the greater beauty with pleasing variety secured by the arrangement.

Naturally in such a publication the advertising is well displayed.

No department is neglected. The editorials are not especially numerous but are on live topics, brief and pointed. A department of "Editorial Reviews" is to be commended. It is made up of short editorials for other leading newspapers.

There is one thing that most newspapers neglect, that may be made instructive and interesting, and tend much to the popularizing of the paper. All people are much more interested in the affairs of their own state, and of the cities thereof, than in those of distant states or cities.

Liberal quotations from the newspapers of the state under some such heading as "Views of the State Press," if proper care or discretion is used, will create a good feeling toward the paper among the editors all over the state and will bring rich returns of good will and kind words, both for the paper and for the city where it is published, and will awaken a spirit of rivalry and a desire for more worthy things. The editor who is quoted away from home becomes more and more popular and more helpful and will be on the watch for the opportunity to write something that will be more worthy, more generally useful, interesting and popular. Do not neglect but make the most of, and cultivate intelligently and persistently the papers of your own state.

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STUDY LAWS RELATING TO NEWSPAPERS

Students in Course in Journalism of the University of Wisconsin Get Instruction on Legal Aspects

Provisions of the law that affect directly newspaper publication, form the subject of a special course of study for the students in journalism at the University of Wisconsin. The law of libel, copyright, literary property, privileged publications, recent legislation on privacy, and various restrictions of second-class mail matter, are fully discussed by Prof. A. R. Hall, who is in charge of the course in "The Law of the Press."

Newspaper Lessons from Muscatine, Iowa, Journal's Annual Edition.

THE year is still new, and annual editions of the progressive newspapers, filled with loyalty and service for their respective cities, are still in mind, though it has been impossible to mention all. Last year we gave an extended review of the then annual edition of the Muscatine, Iowa, Journal. With the year just closed the Journal fully maintained its high reputation in a great sixty-four-page number, filled with all that pertains to the city's future advancement and well being.

The publisher, E. D. Throop, and the managing editor, L. P. Loomis, had great cause for satisfaction and gratification over the showing made. Muscatine had experienced troubles and the editor states that:

> A year which has been largely one of reconstruction and recovery following a disastrous period of strife and bitterness does not lend itself over-happily to the purpose of such an edition as office custom has decreed these "annuals" should be. That there has been prosperity, progress and advancement the following pages will show. Yet many of the phases of the present situation in Muscatine which constitute a foundation for the most optimistic view of the future, are too intangible to be measured by rule or described in printed words.
>
> That the new spirit is here is most apparent. It promises much for the future. The immediate past and the present are by no means unpleasant, but it is in the future that our true interest lies today. It is therefore more with the future and what it should bring to Muscatine that we have dealt in this edition, than with the year now nearing its close and what it has brought. For above all other good gifts of the year 1912 have been both an ending and a beginning, and ending of retrogression, and a beginning of progress. It is not nearly so important what the beginning has been as that there has been a beginning.

Herein is manifested the true spirit and the constructive mind of the true modern editor, who finds no time to mourn over past difficulties, but is ever looking forward to higher attainments and pointing to the influences and means by which these are to be reached.

The Journal has not relied wholly upon its own editorial and reportorial force but, as is wise and politic, has enlisted the co-operation of leading and worthy citizens, especially informed and fitted to write upon subjects assigned them so that, as it set forth editorially with acknowledgments for the splendid aid rendered: "The edition contains a number of notable articles dealing with subjects of vital interest affecting the future of Muscatine, by local contributors."

One of the features of this edition is an article relating to the great power plant at Keokuk, Iowa, that is not only a great piece of construction and a wonderful engineering feat, but as is claimed, "is destined to prove one of the greatest factors in the future development of the Mississippi towns from St. Louis at least as far north as Davenport and Clinton," and the Journal does the part of a good, loyal home newspaper in pointing the way to securing more than a share in the general consequent prosperity for Muscatine, through presenting all the advantages to be secured by Keokuk and urging to like construction at Muscatine.

Here is just what we have so frequently urged, that the home paper should study all the progress and improvements of other cities in its State and in the Nation, and in the whole world for that matter, and adapt the same local life and apply to its own city all that may be found applicable and beneficial. The most useful, home-interest editorials and home news, for that matter, may be founded entirely on something that has been accomplished in some other city, county, or state, that would be especially valuable to the newspaper's own city.

One pleasing feature of the editorial page of this issue is a splendid two-column portrait of the grand old gentleman, John Mahin, who was for a half a century the editor and publisher of the Journal, and is now a resident of Evanston, Ill., and whose son — raised in the service of his father's newspaper — conducts the great advertising agency in Chicago.

It is impossible even to enumerate here all the topics covered by this issue of the Journal, but one of the most instructive, by way of suggestion, to newspaper-makers, is entitled, " Planning for Muscatine's Future and Factors of its Development."

Every newspaper should always be looking after plans for its city's development, betterment and more worthy, satisfactory and prosperous future. The modern newspaper that is not a constant force for the upbuilding of its community, city, county, and state, with all the worthy individuals, industries and institutions thereof, fails in its highest opportunity, is recreant to its supporters and its own sacred duty.

One article in this annual edition of the Journal, entitled, " Future of Mississippi, Vital Question for River Cities," should be studied, and might, wisely, be republished in the newspapers of every city that is situated on the great Father of Waters; indeed, the matters set forth therein are of instructive interest and value to every dweller in the great Mississippi Valley, and especially to all living in the great states of Minnesota, Wisconsin, Iowa, Illinois, Missouri, Kentucky, Arkansas and Tennessee.

A pictorial section of this issue contains over two hundred separate, individual portraits of leading citizens, including city officials, bankers, educators, manufacturers, business and professional men.

Aside from the points valuable to newspaper-makers, that have already been mentioned, there are these to be noted: Keep in closest possible touch and sympathy with all the representative, active, earnest men in all worthy lines of endeavor in your city; cultivate their good will, seek their co-operation, and, second, utilize as far as possible all local talent, for the upbuilding.

These are men of especial information, experts in their way, in every department of government, education, finance, the industries, including agriculture, and the arts; sanitation, engineering, public improvements, road or street construction, forestry, landscape gardening, fire protection and all else that concerns the welfare of the people to be found in nearly every modern city, all with special knowledge or a general information that may be made available for the newspaper.

Some may be modest, unused to composition and diffident about appearing in the public print, but, with proper effort, nearly all who have anything worth while to impart can be induced, in the interests of the community and the general good, in some way, to contribute, either through interviews or through written communications to be carefully edited and submitted.

The editor should ever be ready to give, not ostentatiously nor in the way of ill-natured criticism, but kindly, through well-considered suggestions, all that is within him, but often a more ready heed can be secured and more can be accomplished by having the facts and suggestions to come from or through others who have the confidence and good will of the community. An editor, in order to accomplish great results, must not assume either an over-wise or over-knowing attitude and must avoid all appearance of trying to dictate.

Let the paper be the voice, as far as possible, of all the worthy, best informed and most public-spirited among the trusted fellow citizens.

George S. Johns, of the St. Louis Post-Dispatch, was right when he declared in his address before the students of the School of Journalism of Columbia University, New York:

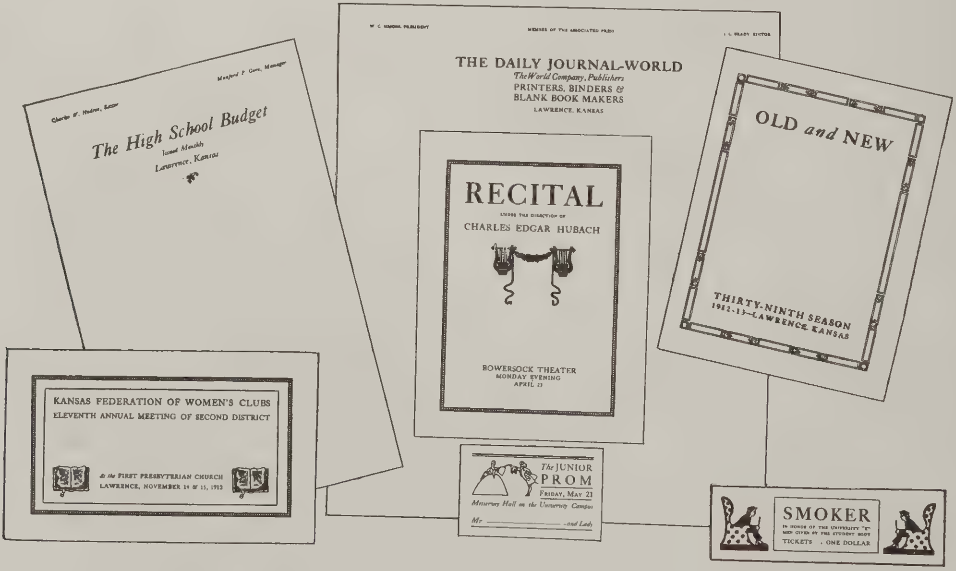
" Newspaper power is mind power — the original power which creates and governs the universe. It is the supreme power in human society. It simplifies matters to keep in mind that as newspaper men we deal wholly with thought; we influence thought, inform, change, crystallize and energize it into action."

But it influences mind through giving of the news. All facts that the people do not know that they should know in daily life, constitute news. But the news must be reliable, must command attention and win credence, hence in order to influence, to be a power, the news must come from reliable sources, from sources or men that command the confidence of the people, and the more clear and weighty the evidence, the more reliable and the better informed and the more generally believed and trusted the men back of facts that are presented, and the greater the number of such witnesses to the facts, the more readily received and the more effective in their influence are the facts that are narrated.

REVIEW OF JOB PRINTING

Address All Communications to E. S. HANSON, 440 S. Dearborn Street, Chicago.

IT IS a great pleasure, I can assure you, to again take my typewriter in hand and write a message to the energetic type artists who read this department. I have, since last heard from, thrown off some of the duties and responsibilities which were occupying nearly every hour of the day, and I hope to be able to devote considerably more time and thought to the preparation of this department. I might state, also, that I shall be glad to enter into personal correspondence with any of our friends on matters which cannot be handled through the pages of the magazine, giving information, etc., on matters pertaining to the trade. I want to broaden the scope and usefulness of the department just as much as possible, and am willing to put in my best effort to do so. Let me have your co-operation. Send in your specimens for review, ask questions, make suggestions. Let us all work together.



The High School Budget
Issued Monthly
Lawrence, Kansas

THE DAILY JOURNAL-WORLD
The World Company, Publishers
PRINTERS, BINDERS & BLANK BOOK MAKERS
LAWRENCE, KANSAS

RECITAL
UNDER THE DIRECTION OF
CHARLES EDGAR HUBACH
BOWERSOCK THEATER
MONDAY EVENING
APRIL 21

OLD and NEW
THIRTY-NINTH SEASON
1912-13—LAWRENCE, KANSAS

KANSAS FEDERATION OF WOMEN'S CLUBS
ELEVENTH ANNUAL MEETING OF SECOND DISTRICT
at the FIRST PRESBYTERIAN CHURCH
LAWRENCE, NOVEMBER 14 & 15, 1912

The JUNIOR PROM
Friday, May 21
Masonry Hall on the University Campus
Mr. ——— and Lady

SMOKER
TICKETS · ONE DOLLAR

No. 1

There is much joy at this desk, I can assure you, when a bunch of work comes in which shows a decided improvement over former specimens from the same contributors. It is a pleasure to see the energetic printers who form this little brotherhood, developing in the art which they have chosen to master. The satisfaction is like unto that which I feel when I see my boys in school advancing in their studies and acquiring new powers of accomplishment from day to day.

If I remember correctly, I never have found anything to severely criticise in the work of J. L. Frazier, of Lawrence, Kan., but I am sure the present lot, both in individual specimens and taken as a group, is of a considerably higher grade than anything he has sent me heretofore.

Most of the present work is done in tasteful combinations of Caslon Old Style. The letterhead for Mr. Frazier's own firm, while simple in design and printed in a plain black and white, is one of the best of the lot, although the presswork does not have quite the rare finish of some of the other specimens. The single line of Italic upper and lower, thrown in among the Roman capitals, removes the head from the commonplace and serves to add to the dignity of the main line. Some critics might object that "The World Company, Publishers," was unduly subordinated, but I do not think so. In the case of a daily newspaper the name of the paper is the thing — the name of the company is of but secondary importance in the public mind. The note-head for the High School Budget, composed entirely in Italic, is another notable specimen, although I do not care for the ornament. A lighter ornament — possibly a conventionalized open book, or something of that sort — would have suited me better, although the head would have been just as satisfactory with none at all. At any rate, the present ornament is slightly out of center.

I shall try to show, also, two pages of a four-page program for the Kansas Bankers' Association. This is on Warren's sepia cameo paper, the rule work and border printed in an olive green tint, and the type in brown.

I think I shall also show, among others, the recital program cover, though a reproduction will give one a distorted notion of it. The ornament is in orange, although it will show black in the reproduction, thus making it appear to overbalance the rest of the page.

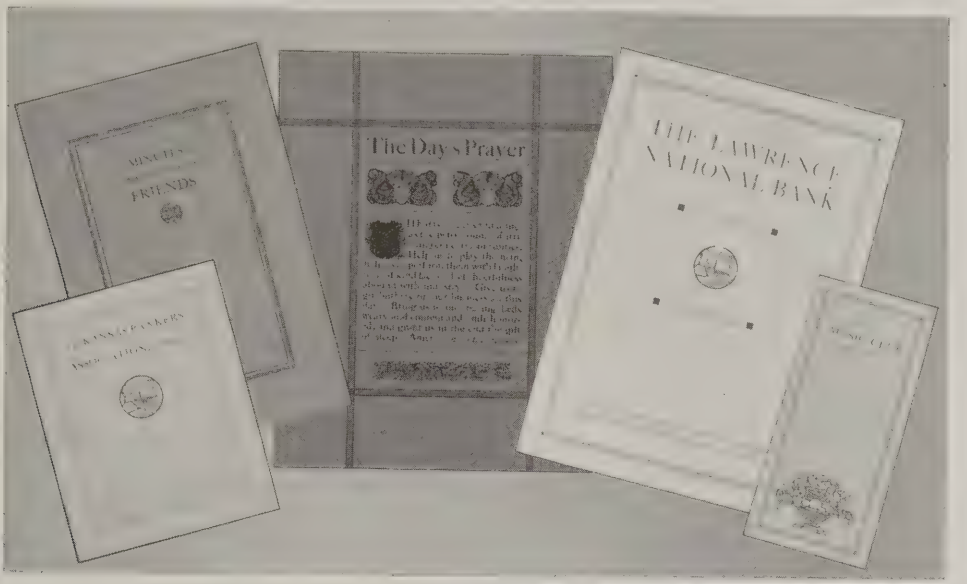
"Modern Borders and Ornaments" is the title of a valuable piece of printing recently received from Barnhart Brothers & Spindler. I shall keep it on hand to refer to occasionally, and would suggest its value to all printers. It will help you to get away from some of the old-timers which you have used so often that you are disgusted with them.

✣ ✣ ✣

The booklets sent in by N. W. Hopwood, Frederick, Md., are characterized by faultless presswork, with handsome two- and three-color combinations on sepia cameo stock. The composition is also well laid out, though the selection of type faces does not please me in every case. On the souvenir for the First Baptist Church I think a far too liberal use has been made of text. Then, too, the text does not harmonize well with the extended face in which the body of the program is set. The latter answers the purpose very well, but if the text is to be used with it at all, it should be somewhat heavier.

The insurance booklet is commendable, barring only the fact that the two-color heads are scarcely strong enough. A slightly darker tint should have been used. There is a lack of harmony between the cover of the poultry booklet and the first inside page which is strikingly noticeable when one opens it for the first time.

The six-page folder of Ye Coloniale Shoppe, sent in by W. Arthur Cole, with the William F. Fell Company, Philadelphia, is well executed in every particular. The type is well chosen, and so is the brown stock, the India tint plate on which the cuts are printed and set on, and the sepia tone in which the cuts are printed. The engraver, too, has given intelligent and expert co-operation, turning out some plates worthy of the rest of the job.



No. 2

✣ ✣ ✣

A number of printers whose work has come to my attention are featuring the prompt delivery of goods at the promised time. This is a good point to advertise, considering the prevailing notion of the general unreliability of printers; but it is absolutely necessary for such an one to make good, otherwise his advertising will serve merely to emphasize the alleged rule in the minds of the general public. The man who gets his work out on time has certain advantages over his fellows; he is sometimes taken advantage of, however, by being given the rush jobs, which tend to disorganize a shop, and in which there is often little profit, while other printers get the work which can go through in the ordinary routine. I have written time and again about endeavoring to avoid the rush job as much as possible, and I believe most shops would be justified in charging a higher rate for such work. A laundry will often charge an increased price for "hurry" work, and there is no reason why the printer should not do the same; for there are few people who can do such jobs as

(Continued on page 126)

A Model Newspaper and Printing Office Building

DOUBLE cause for rejoicing was given to the Wakefield, Mass., Daily Item in its issue of January 16. The first, which the paper patriotically gave precedence and largest space, was the dedication of a new State Armory for the Richardson Light Guards, a crack military company, in which the city takes great pride, and the second was the occupancy, on the same day, of an elegant new home erected for the paper itself. The pen was not behind the sword in its victory.

The newspaper building is on a prominent corner in the center of the town and, as shown by the illustration, presented therewith, is of architectural beauty and the arrangement of the interior for convenience and comfort is model. Other papers contemplating building will do well to write to the Daily Item, as may be inferred and understood by the following description:

> It will be noted that the building is no skyscraper, but the foundation is heavy enough and the walls are constructed with the idea that some day additional stories may be built without disturbing the present ceiling or roof. The building is on the south side of Albion street, corner of Foster street, on the site known for twenty years as Grand Army lot. It is in the center of the town and all electric cars, except the Lakeside cars, pass the building.
>
> The office is on the entire Albion street front, while the composing section is on the Foster Street side, with the job cabinets on the south side. The stock room is in the southwest corner and the job presses are near the center, directly beneath a large skylight. The entire plant is practically unobstructed by partition walls, except glass partition, thus providing ample light. Twelve large plate glass windows, with working transoms and several smaller windows and skylights make the entire plant light and airy. About the center of the room are the large stones and frames, tables, wire stitcher, paper cutter, etc.
>
> The basement is cemented, and painted on sides and ceiling with white water paint. Recessed construction on the main floor near the windows on the north and east provide ample light in the basement, making artificial light unnecessary during the day. Beneath the book and newspaper presses foundations of cement and stone, four feet thick, have been laid, enabling presses to be run at high speed without jarring the building or injuring the presses.
>
> A lift is provided for the heavy forms and besides the wide stairway on the southeast corner, there is an iron spiral staircase near the northwest corner. There is ample room in the basement for more presses, when the time comes. Newsboys counters, filing sections for printing "jackets" and newspaper files, a paper baling machine and store rooms are in the basement. The steam heater is in the southwest corner.
>
> The presses are provided with individual electric motors and power is obtained from the Wakefield Municipal Light Plant. The service is very satisfactory and the power bills have proved to be within our estimated cost. Combination gas and electric lights together with six large Humphrey inverted arc gas lamps provide ample light.
>
> A convenient feature of the office is a large cut rack containing over 1,000 half-tones of Wakefield people and local views. These cuts are all numbered and catalogued. Racks for bound files of the Item, filing cabinets and ample drawer space, counters, etc., afford facilities for handling the business.
>
> The building is constructed of brick with cast stone trimmings. Bulletin boards are displayed on the Albion Street front, although the plate glass windows seem to give fully as good satisfaction in displaying ball scores, election returns, etc. All of the roof water is carried in pipes through the center of the building to the basement and thence into a drain, thus doing away with gutters and conductors. The open spaces between Grand Army building on the south and Atherton's grocery store on the west have been graded and concreted, and new concrete sidewalks have been made about the building.

In this building are found the essentials as to central location, attractiveness, convenience of arrangement for facility and expedition in forwarding of work, neatness, cleanliness, healthfulness, light and comfort, which we have heretofore frequently set forth and emphasized in these pages, for a model newspaper and printing office. Such a building not only helps to greater and better accomplishment, but secures confidence and respect and brings more business.

It may be profitable to add here that the other event, that of the dedication of the new armory, is handled in a most satisfactory manner, giving an account of the victories of the company in marksmanship, of the armory itself and of the banquet, omitting no worthy item of interest and illustrated with a splendid halftone cut of the building and equally excellent portraits of the offices of the company and of the regiment in which it is Company A, of the governor of the state and of the speakers on the part of the company and on behalf of the city, and last, but not least, of three surviving charter members of the organization, which was formed October 11, 1851. The ages of these veterans, respectively, are given as 89, 86 and 85 years, and as shown by the portraits they are still hale and hearty.

The oldest, Lieutenant Benj. F. Barnard, was the first man to report in uniform at the old armory, on President Lincoln's first call for volunteers, in 1861, and he served during the war as did also his younger compatriot, now aged 85 years.

The excellence with which these half tone illustrations and portraits are printed is worthy of note. Our thoughts in looking through the pages of this issue of the Wakefield Daily Item were as to how much of great interest there is to be found in every town or city for telling in a wide-awake newspaper, and how wide and profitable it is to spare no effort or care in the presentation of all affairs and institutions connected with the home city. Carelessness and scimpiness often ruin the effect of the narrative or portrayal of the most important event, but doing the very best possible gives interest, dignity and all else that commands approval and good will and that tends to ennoble or inspire.

COST SYSTEM MORE EFFECTIVE THAN AN EXPERT

If there were to enter your shop in quest of a chance to work for you a man who had the ability to comprehend, the ability of knowing how to make your working hours, each of them as they come round in the day's work, carry the load of all your charges for doing business, the cost per hour for rent, heat, light, insurance, taxes, bad debts, etc., and at the same time pay you a clean profit each hour over and above it all, would you think you were fortunate in getting such a man to work for you? Wouldn't you consider the possession of such a man in your employ the best thing you ever invested a good salary in? Wouldn't you keep him and say to him that if you couldn't get another like him, he could stay with you for life at the best salary he could get anywhere? I would.

Now the value to your business of such a person is just the value to you of this cost system which we are all talking so much about. It is the thing that not only does all these, but it also puts system in the shop, orderliness and efficiency in place of confusion, disorder and inefficiency.

* * * * * When you adopt it as a part of your working equipment, you will grow to look at things in the light of its teachings and you will be unafraid to charge the right price be it ever so much higher than you have been charging. * * * *

The real value which makes a piece of printing worth anything is put into it by mental processes mechanically demonstrated, and this ability is not less than that employed by professional experts. It is ability of the highest order, and as such it must be paid for accordingly. If printers do not charge for this higher value in their work they lower the people's estimate of the value of printing. And this is what has happened. The value of printing has been lowered by the printers themselves, beaten down by the estimate makers.

The question comes in here. What are you going to do about it? There is only one thing to do. Get together. The local conditions in the business here in your city, as it is understood by the printers in the state, is that cutthroat competition is widespread. There is no co-operation. The attitude of shop owners toward one another is destructive of confidence, upon which all things depend. You cannot do a thing to improve the situation here unless you first restore confidence. You must tolerate one another, associate with one another, respect one another and do these things honestly. The printer who in his community promotes respect among printers, is doing a real work not only for the printing business here but for the whole city. Do these things and the city and state and country will be benefited, its printers will be benefited, raised to the position of a dignified class in the business life here—President W. M. Castle, Green Bay, Wisconsin.

FIFTY-EIGHT YEARS

The Seneca Falls, N. Y., Reveille completed its fifty-eighth year of publication on December 13, and what is still more to be noted is the fact that, with that issue, Henry Stowell completed his fifty-fourth year as editor of the paper. He seems to think the event of little moment to the average reader. He rightly says, however:

> It is a long period of time in the life of a newspaper and, seemingly, in the continuous service of man in any calling or profession. These years in our course of life have been years of solicitude, anxiety, trial and care, but not without their compensating pleasures, enjoyments and triumphs. Among all the newspaper editors of the state of which we have any knowledge, only two exceed this length of unbroken service. The closing year finds the "Reveille" in a prosperous condition, and its editor in unusually good health. What more could we ask?

The paper is splendidly printed, good book stock is used and every line comes out clear, round, full and beautiful. In editorials and in locals, that are abundant in quantity and above the average in quality, for crispness and brevity, the publication could well be taken as a model by very many younger newspaper editors and publishers.

The matter throughout is of high character. The old style of four large-sized, eight-column pages, twenty-five inches in length, is preserved, but then, when a paper has continued in this form for so many years, there is some excuse for continuing in the same way. It would be like putting an old friend in disguise to many readers, who have come to know and love the old family visitor just as it is and just as it has been for three score years.

THINKING MAKES THE PRINTER

Setting type isn't the only function of a printer. Feeding sheets into a press isn't the end of his business. Both these things are incidental in the sense that they are common to every printing establishment. It is thinking that makes the printer.

Thinking makes your business successful. Right thinking is just as vital to this old Art Preservative of Arts as it is in the management of a transcontinental railway system or the development of wireless telegraphy.

You can't eat your breakfast, sit down in your revolving chair and increase your profits by looking out of the window: YOU'VE GOT TO THINK, AND THINK RIGHT.

This applies to the printing business just as much as to any other business. The reason why some printers don't arrive is because they think they don't need to think.

Equally impossible to expect every order to be completely laid out for us, with every detail specified, every type size indicated, every page plotted like an architect's blueprint.

We are the architects, as well as the contractor. Thought comes first. Action follows when we know just how the plan is to work out. Call it Thought, or call it Initiative—it matters little. Every order we take gives us a chance to use something new—new ideas, new combinations of old ideas, fresh thought, and always the best workmanship.—Warde's Words.

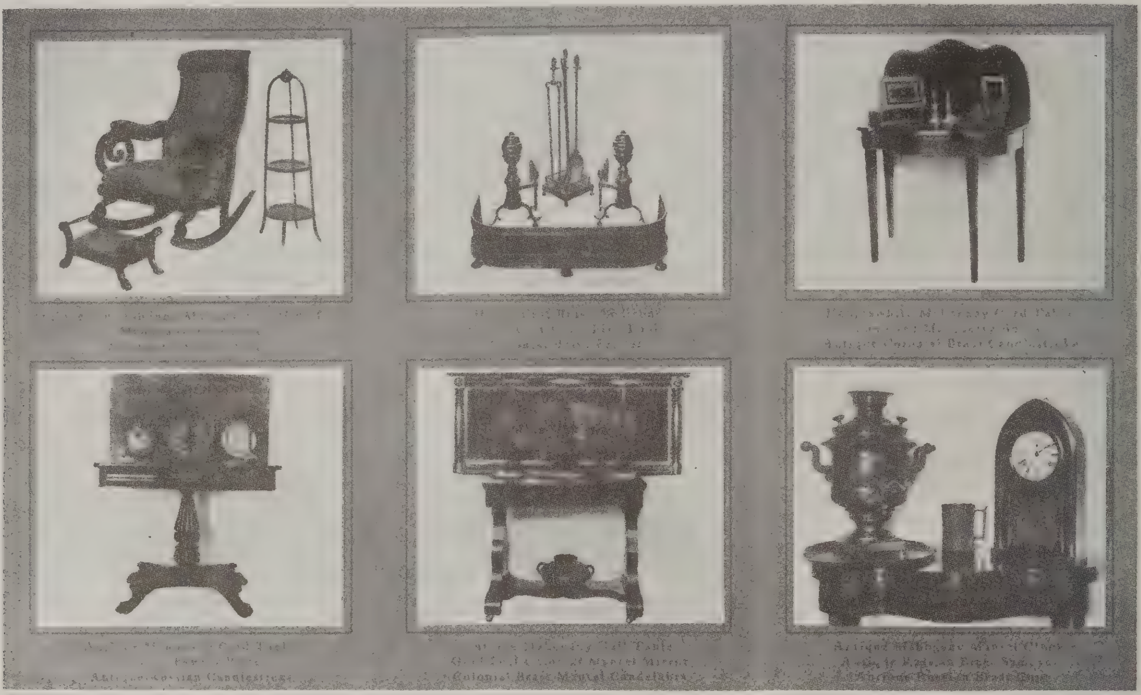
* * *

We have frequently had occasion to quote the favorite passage of Scripture of Benjamin Franklin: "Seest thou a man diligent in his business? He shall stand before kings; he shall not stand before mean men." Diligence means life, health, growth, acquirement, accomplishment and all good. There is certainly more contentment to be found in standing before and among kingly men, than in standing before and among mean men, who are the only kind of men who will associate with or listen to the idle, vicious, foolish vaporings and fault-findings of the idly contented individual, who is dead to all true or noble aspirations.

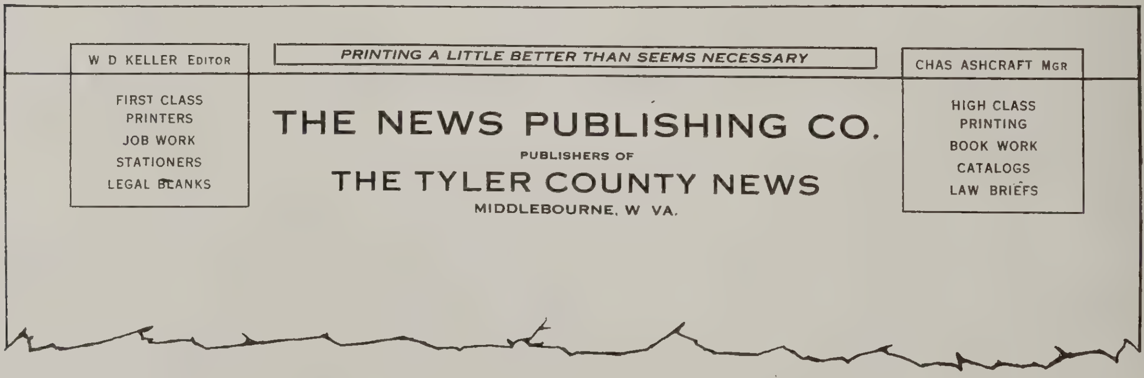
economically as when given a reasonable amount of time in which to execute them.

* * *

I do not seem to have the name of the one who sent in some specimens from the office of The News Publishing Company, Middlebourne, W. Va. From the bunch I have selected the office letterhead as being especially commendable, and am showing it here. It is in two colors, the rules in green, and the type in brown.



No. 3



W D KELLER EDITOR

PRINTING A LITTLE BETTER THAN SEEMS NECESSARY

CHAS ASHCRAFT MGR

FIRST CLASS
PRINTERS
JOB WORK
STATIONERS
LEGAL BLANKS

THE NEWS PUBLISHING CO.
PUBLISHERS OF
THE TYLER COUNTY NEWS
MIDDLEBOURNE, W VA.

HIGH CLASS
PRINTING
BOOK WORK
CATALOGS
LAW BRIEFS

No. 4

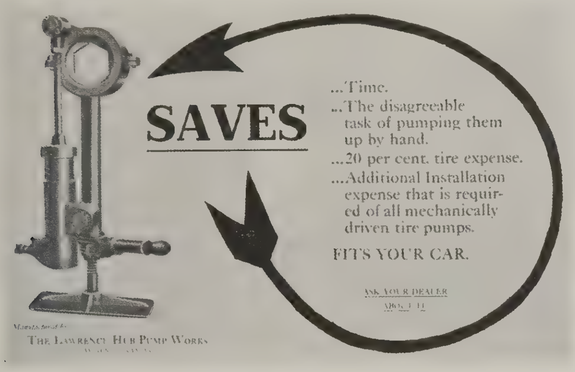
* * *

The arrow has come to be a prominent — not to say overworked — factor in all classes of advertising. This little circular I am showing to illustrate a wrong and inefficient use of the arrow. The matter with it is that the tail is entirely too prominent, dividing attention with the point, and distracting it from the thing which it is hoped to emphasize. This could be improved by making the tail shorter, taking the feather end farther from the point, and allowing the latter to stand out conspicuously.

Here is a delightful piece of work which has the imprint and watermark of the Roycrofters, though I do not know the name of the individual workman who sent it in. It is in red and black and was sent out as a holiday greeting to the bank's patrons, this serving to explain the wreaths at top. This, by the way, is a most attractive utilization of the wreath ornament.

We are passing through the season of banquets, bringing with it some handsome pieces of the printer's art. Three which I have before me are the souvenirs of the annual banquet of the Chicago Typothetae, the monthly dinner of the Philadelphia Club of Printing House Craftsmen, and the banquet of a Ben Franklin Club which is without identification as to time or place.

The first of these is done in white deckle-edge Strathmore — rough for the cover and smooth for the inside pages — with mottled end papers. The cover has a "collar" turned down from the top, with a cameo of Franklin embossed upon it. The printing is in subdued sizes of Caslon Old Style, with red initials and rule border in gold.


SAVES

...Time.
...The disagreeable task of pumping them up by hand.
...20 per cent. tire expense.
...Additional Installation expense that is required of all mechanically driven tire pumps.

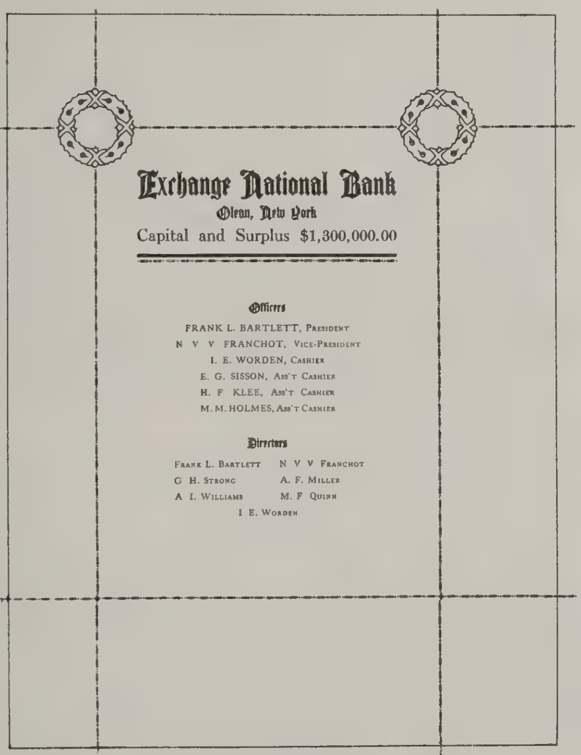
FITS YOUR CAR.

ASK YOUR DEALER

Manufactured by
THE LAWRENCE HUB PUMP WORKS

No. 5

The feature of the Philadelphia product is the fact that an embossed bronze plate is inserted in the paper at front and back. A hole is cut in the paper for this plate to show through, the plate carrying a flange by which it is pasted to the back of the sheet. The sheet is printed only on one side, and uncut, so that the back of the plate is concealed, except from the curious.


Exchange National Bank
Olean, New York
Capital and Surplus $1,300,000.00

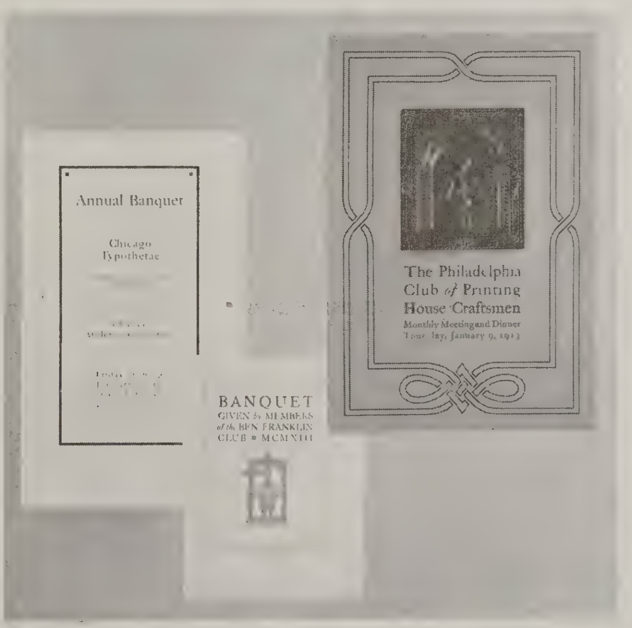
Officers
FRANK L. BARTLETT, President
N V V FRANCHOT, Vice-President
I. E. WORDEN, Cashier
E. G. SISSON, Ass't Cashier
H. F KLEE, Ass't Cashier
M. M. HOLMES, Ass't Cashier

Directors
Frank L. Bartlett
N V V Franchot
G H. Strong
A. F. Miller
A I. Williams
M. F Quinn
I E. Worden

No. 6

The third folder is less elaborate than the others, but is up to the top notch of neatness and taste.

H. Emmet Green sends from El Dorado, Kan., a bunch of printing which leads me to believe that he has had a wide experience in various parts of the country. A number of cities are represented in the specimens shown, including New York, Brooklyn, Philadelphia, Pittsburgh, Chicago, Omaha, and Denver. I refuse to believe that these cities are going to a small Kansas town for their printing — although I am free to say that there are a host of printers in these metropolitan shops who could learn much to their benefit from Mr. Green; so I suppose the fact of the matter is that Mr. Green has adopted the continental plan of rounding out his technical education by periods of work in some of the best shops of the country. That he has profited by his education is evident at first glance. The dignity and refinement of his work, the accomplishment of unusual effects by the simplest means, all mark him as a printer of unusual genius and skill. Take for instance the Johnson & Morrison letterhead. It is a simple black and white; the type faces are commonplaces in almost any office; and yet such balance is preserved, such harmony is achieved, that it is restful to the eye just to look at it.


Annual Banquet

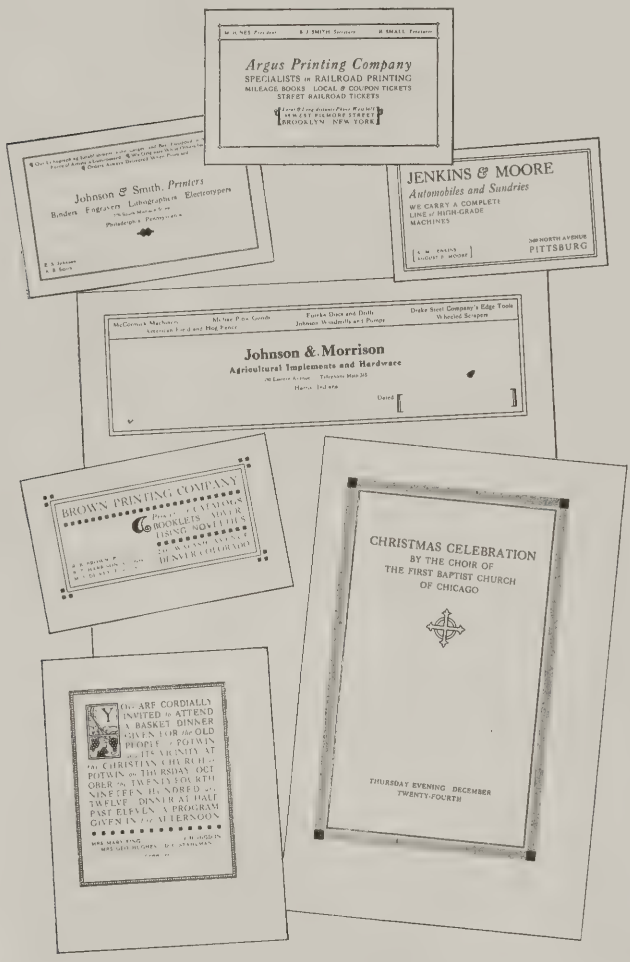
Chicago
Typothetae

BANQUET
GIVEN by MEMBERS
of the BEN FRANKLIN
CLUB ▪ MCMXIII

The Philadelphia
Club of Printing
House Craftsmen
Monthly Meeting and Dinner
Thursday, January 9, 1913

No. 7

The Johnson & Smith card is another instance of the refinement of balance and harmony. Note particularly how the heavy ornament balances the lines of text at the top, so that there is no suspicion of the card being top-heavy. Note also that the word "Printers," in italic on the right half of the card, and the names of the firm in the lower left-hand corner, balance each other and at the same time save the card from being coldly symmetrical like a geometric design. In this respect it is superior to the card of the Argus Printing Company,



Argus Printing Company
SPECIALISTS *in* RAILROAD PRINTING
MILEAGE BOOKS LOCAL & COUPON TICKETS
STREET RAILROAD TICKETS
WEST FILMORE STREET
BROOKLYN NEW YORK

Johnson & Smith, *Printers*
Binders Engravers Lithographers Electrotypers
Philadelphia Pennsylvania

JENKINS & MOORE
Automobiles and Sundries
WE CARRY A COMPLETE
LINE *of* HIGH-GRADE
MACHINES
NORTH AVENUE
PITTSBURG

McCormick Machines Moline Plow Goods Eureka Discs and Drills Drake Steel Company's Edge Tools
American Field and Hog Fence Johnson Windmills and Pumps Wheeled Scrapers
Johnson & Morrison
Agricultural Implements and Hardware
Dated

BROWN PRINTING COMPANY
BOOKLETS
DENVER COLORADO

YOU ARE CORDIALLY INVITED *to* ATTEND A BASKET DINNER GIVEN FOR *the* OLD PEOPLE *of* POTWIN *and* ITS VICINITY AT *the* CHRISTIAN CHURCH *in* POTWIN *on* THURSDAY OCTOBER *the* TWENTY FOURTH NINETEEN HUNDRED *and* TWELVE DINNER AT HALF PAST ELEVEN A PROGRAM GIVEN IN *the* AFTERNOON

CHRISTMAS CELEBRATION
BY THE CHOIR OF
THE FIRST BAPTIST CHURCH
OF CHICAGO

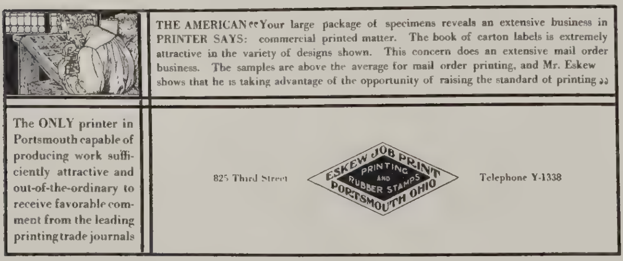
THURSDAY EVENING DECEMBER
TWENTY-FOURTH

No. 8

which does not attempt to break away from a pronounced symmetry.

* * *

The comments on samples of printing given by the trade journals are frequently used in the publicity matter of the printers whose work is mentioned. Here is the way Eskew does it, at Portsmouth, Ohio:



THE AMERICAN PRINTER SAYS: "Your large package of specimens reveals an extensive business in commercial printed matter. The book of carton labels is extremely attractive in the variety of designs shown. This concern does an extensive mail order business. The samples are above the average for mail order printing, and Mr. Eskew shows that he is taking advantage of the opportunity of raising the standard of printing"

The ONLY printer in Portsmouth capable of producing work sufficiently attractive and out-of-the-ordinary to receive favorable comment from the leading printing trade journals

825 Third Street

ESKEW JOB PRINT
PRINTING AND RUBBER STAMPS
PORTSMOUTH OHIO

Telephone Y-1338

No. 9

BUCKEYE PRESS ASSOCIATION

The Buckeye Press Association, a consolidation of Ohio Editorial Association, organized 1852; Hocking and Ohio Valley Editorial Association, organized 1885; Buckeye Press Association, organized 1896, and the Ohio Publishers' Association, will hold the seventeenth annual mid-winter meeting at Chillicothe, Ohio, Thursday and Friday, February 27 and 28, 1913.

Thursday afternoon will be devoted to addresses relating to the costs in the printing office, under auspices of the Fifth District Division, Ohio Printers' Federation (Cost Congress).

Thursday evening a complimentary banquet and ball will be tendered to the Association by the Chamber of Commerce of Chillicothe. The banquet and ball will be held in the handsome new assembly hall of the Order of Elks, where the business meetings of the association will also be held. Governor James M. Cox, one of Ohio's successful newspaper publishers, will be one of the speakers at the banquet.

Friday morning will be devoted to a visit to the various local business and industrial enterprises of the city. Chillicothe was Ohio's first state capital, and there are many places of historic interest in and about the city. No more interesting place for the meeting of the newspaper publishers and printers could be found in the state than this beautiful city, located among the picturesque hills of the Scioto Valley.

The Chamber of Commerce and local publishers and printers are exerting every effort to give all visitors a royal welcome and extend generous hospitality.

Friday afternoon and evening will be devoted to papers, addresses and discussions of subjects of interest to publishers.

Senior Students in the School of Journalism of the University of Missouri, with members of the Faculty, visit St. Louis newspaper offices.

EFFICIENCY

Let me give you a definition in four words. Efficiency is a higher percentage of net results. It is not more hustling and more hurrying and more driving and more frenzied business. It's how to work with less energy — not more; with less effort — not more!

The capitalist puts first his capital — his dividends. The trade union puts first the working men and the wages. But the first thing in importance is the job. And neither the capitalist nor worker can have as high dividends or as high wages as they ought to have, until they put an end to their senseless fighting and begin to think of the job!

Think of the job, and you will raise dividends, and wages, and salaries.—Herbert M. Casson.

WHAT THE COST SYSTEM DOES

S. A. Kyser, Before the Southeastern Cost Congress.

"Briefly, it replaces the existing rate of efficiency by a higher rate. It gives an absolute check on every employe. It gives an absolute record of every machine. It gives absolute knowledge as to the costs in every department. The result is that the whole mental attitude of the proprietor is gradually transformed. He now has a backbone instead of a wishbone.

"It informs you that you need additional equipment. When you look over your time sheet and find that it took John Jones two hours to set a letterhead that should have been set in one hour, you naturally mention the matter to John, very politely, of course. When he comes back at you with the statement that he spent an hour ransacking your old plant looking for missing letters and picking three or four live forms in the operation, you have your answer. Result: You buy ten dollars' worth of new type and next week two letterheads grow where only one grew before. An increase at that particular point of 100 per cent in efficiency.

My Father Has the Cost System

"The cost system gives you this same invaluable information in each and every department.

"It gives you exact knowledge as to the cost of each individual job, and knowledge is power in this as in everything else.

"Knowing your cost beyond peradventure, you are in a position to either get more money for a present unprofitable job or else throw it out the door; and you will do it.

"The value of a cost system is indicated by the fact that no shop ever giving it a good, fair trial has ever dispensed with it.

"Cost system users are unanimous in declaring that when a cost system comes in the door various unfortunate conditions fly out of the window."

Robert S. Denham, Cleveland, Ohio,
The Man Who Installs Cost Systems

ESSENTIALS IN JOURNALISM

By Harry Franklin Harrington, Director of Courses in Journalism, Ohio State University, and Theodore T. Frankenberg, Ohio State Journal

8vo, cloth, 300 pages, illustrated, $1.75

A TEXTBOOK for all young people desiring to prepare for practical newspaper work, written by men with years of experience in actual reportorial and editorial work. Its principles have been further tested through years of class work, with gratifying success. Designed primarily for the first and second years in colleges, it is suitable for all who have a high school education or its equivalent.

The book aims to combine the practice and the philosophy of all routine newspaper work and takes up in turn each phase of editorial activity. For the benefit of the teacher in English who may not have had actual newspaper experience there are appended a series of assignments, stories to be written out, articles to be put in approved newspaper form, and other practical exercises calculated to differentiate newspaper writing from other literary activities.

In plan the book follows the natural evolution in newspaper work and the development of the student's mind. From the simple work accorded a beginner it progresses steadily to the forms assigned only to tried and trusted men. Throughout the work the student is shown, not only the thing to do, but the why of it, and the standards set are those of the average newspaper office, the one in which ninety per cent of all students will have to do the work for which they are preparing themselves. The mechanical side of the newspaper has not been forgotten, and the book is more profusely illustrated than any work that has yet appeared on the same subject. The illustrations are an essential part of the text.

NATIONAL ADVERTISERS CAN PROFITABLY USE NEWSPAPER SPACE

The value of the work done in advertising in the School of Journalism of the University of Missouri is recognized in the leading editorial published in the current number of Newspaperdom, of New York. The editorial, in part, says:

"Out in Columbia, Mo., they have just put over a stunt — and newspapers everywhere can use the same idea and rake in bushels of ready money. I am pleased to record that the School of Journalism of the University of Missouri is responsible for a splendid success. Perhaps I had better give the credit to Mr. J. B. Powell, instructor in advertising, who worked out the entire plan.

Why Business Increased

"The little town of Columbia boasts of 15,000 inhabitants besides the establishment of the Victor Barth Clothing Company, a concern which has done a retail business in the same spot for forty-five years. But it seems that in that long period it has never done the smashing business that has been transacted during the past Christmas season, and the increase is attributed to the alertness of the manufacturing clothes-makers in scenting a good thing.

"Back in November, the Barth Clothing Company, under the direction of Mr. Powell, sent a letter to the clothing manufacturers from which it buys.

"In the University Missourian and the Columbia Statesman, which were the papers that carried the ads (and, by the way, both papers are well printed), I find that space was taken and paid for, over the Barth signature, as follows:

"Fitform Clothes, full page; Black Cat Hosiery, quarter page; Bull Dog Suspenders, quarter page; Eclipse Shirts, quarter page; Penn Overalls, quarter page; Stein-Bloch, two half pages; Crown Trousers, quarter page; Marx Made, half page; Holeproof Hosiery, quarter page; Heidelberg Overcoats, quarter page; Peck Clothing, two-thirds page; Cadet Blouses, quarter page; Sophomore Perfect Clothes, full page.

Newspapers and Hand Bills

"Now, let's analyze what this means. The combined circulation of the two papers is 5,000, for which Bull Dog Suspenders paid a few bucks more than 5,000 hand bills would have cost, and hand bills are thrown on front stoops, and hand bills are not entirely surrounded by pure reading matter — news matter. Then again, hand bills do not bring dealer co-operation. Can you imagine the instructions given to the clerks in the Barth store to get behind the advertised products and push them for all they were worth?

"All told, forty letters were sent out, over half of them to national advertisers — many to exclusive magazine advertisers. Mr. Powell reports that favorable replies were received from thirty houses, seventeen having arranged to advertise in the local newspapers over the dealer's name this winter, the balance giving absolute promises of advertising co-operation in the spring.

A Big Sales-Plan

"There is a tremendous value in this kind of merchandising to all clothing and men's-wear manufacturers, and if I could organize the fifteen hundred smaller daily newspapers in the United States and place myself in charge as advertising manager of the bunch, I would direct each unit to get after local clothiers and department stores with this same idea, not only for a Christmas season, but with a spring and summer and fall and winter plan; and what's more, a Saturday and labor day and wash day — any day — sales-plan."

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CAUSE OF POSTAL DEFICIT

Frank! Not the low postal rate that magazines and newspapers receive, but the abuse of the franking privilege is the real cause of the postal deficit. Political campaign material was responsible for the difference between a postal surplus and a postal deficit for the fiscal year ending June 30, 1912. If all the matter which went free through the mails last year had paid postage at the usual rate it would have netted the government $20,000,000. About $3,250,000 of this amount should be placed to the credit of campaign material, read into the Congressional Record for no other purpose than free distribution. Why has nothing been done to correct this abuse? Because practically "everybody's doing it." The legitimate use of the franking privilege for public documents need not be interfered with, but its abuse in the sending of heavy printed matter, for purely political purposes, as first-class mail should be stopped. There would then be no postal deficit to be laid at the doors of the magazines and newspapers.—Leslie's Weekly.

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COURSES IN ADVERTISING AND AGRICULTURAL JOURNALISM

A course in retail and agricultural advertising will be given to students of the state college, South Dakota, next semester, under the direction of Prof. George A. Starring. It is expected that this course will help the embryonic business man to figure on advertising expenditures, to determine what mediums to employ, and to construct his advertisements. The importance of advertising in local weekly and daily papers and farm journals will be enlarged upon, with practical demonstrations in securing paying results.

During the first half year the Department of Commerce offered a special course in Agriculture and Industrial Journalism. This course is intended to teach students how to prepare industrial articles for publication in farm papers as well as daily and weekly papers. During the course numerous articles written by students have been published in reputable journals.

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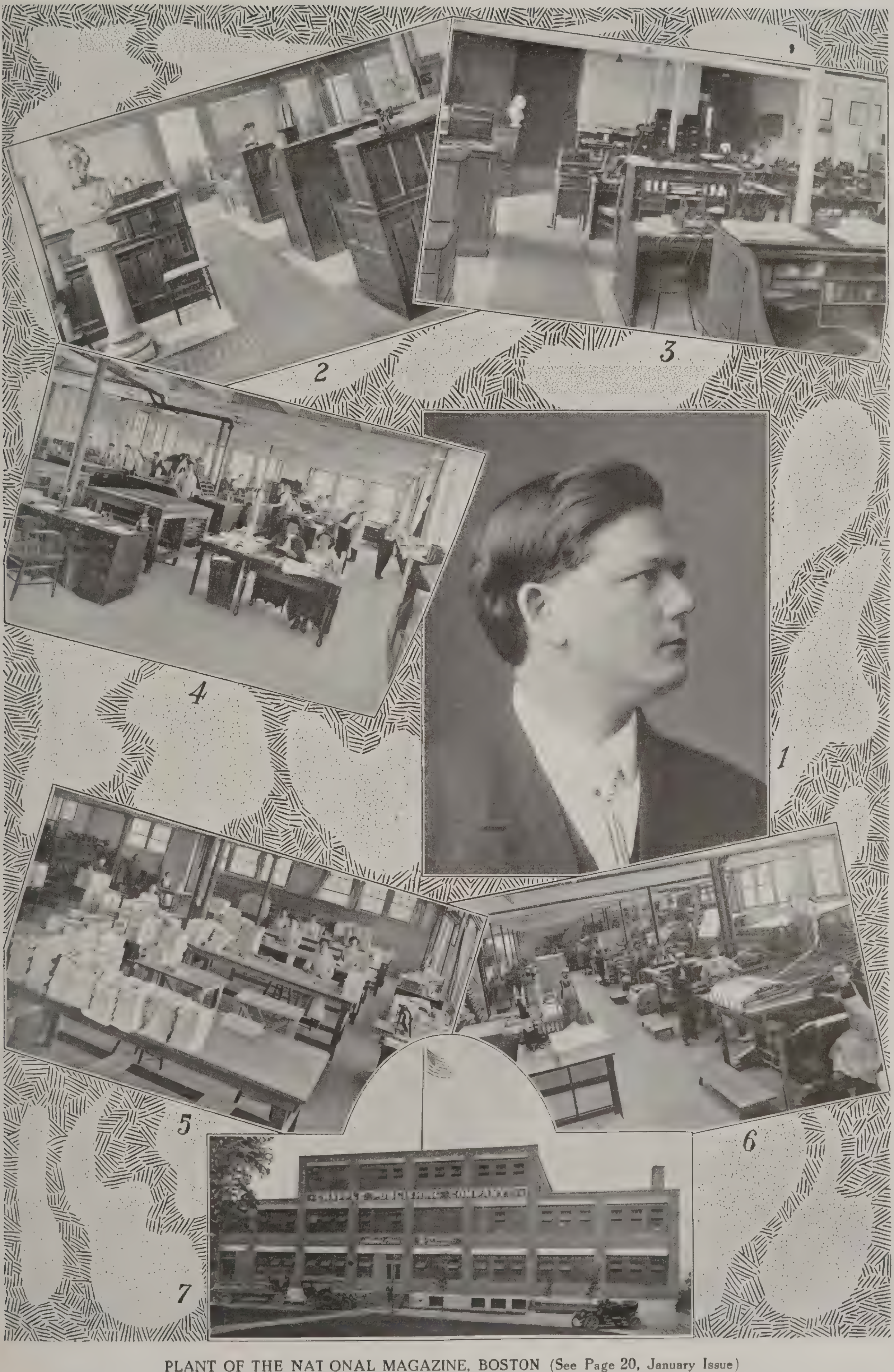
UNIVERSITY OF WISCONSIN HAS LARGEST COURSE IN JOURNALISM

Given First Place for Number of Students in Report Compiled by Registrar Tombo of Columbia University

That the University of Wisconsin has the largest enrollment in its course in journalism of any American university is shown by statistics just compiled by Rudolf Tombo, Jr., registrar of Columbia University, New York, and recently published in Science.

The University of Wisconsin ranks first in the number of journalism students with ninety-five thus far this year; the new Pulitzer school at Columbia is second, with seventy-two students; the University of Indiana is third in size, with seventy students, and the University of Missouri is fourth, with fifty-five.

The total number of regular and special students in classes in journalism at Wisconsin this year will reach 160, the largest number since the course was established eight years ago.



PLANT OF THE NAT ONAL MAGAZINE, BOSTON (See Page 20, January Issue)
1—Editor Joe Mitchell Chappel. 2 and 3—Office. 4—Composing Room. 5—Bindery. 6—Press Room. 7—Front Elevation of Chappel Publishing Co.'s Building

Johnson's Ghost

Earl H. Emmons

EVERYONE admitted that Johnson was "queer." From the time he came to work on the News until the time when his position was left vacant, no one heard him speak so much as three words at one and the same time, two being about the limit, and there were always long rests between such conversational outbursts.

Where Johnson came from, who he was outside of just Johnson, what his past might have been or his future aim could be was but a matter of conjecture. He had come among us very quietly, very quietly placed his name on the call board, showed up every night, if not signed up, quietly departed to — somewhere, or if he was marked to work, very quietly sat down and turned out the longest string of any operator in the office.

By degrees Johnson worked to the head of the list and then came the opening on the "lobster" shift. Johnson took the "sit" and went on the job of setting "dead horse" and dope between twelve and seven, and waiting for the always expected and unexpected "scoop" which might materialize after the night force went off duty.

A "lobster" on the Star usually held the job down from one month to three, depending upon how badly he needed the money and how long his nerves would stand the lonesome grind. Johnson was on the machine eight months and then one morning in mid-winter the day bunch showed up and after turning off the gas on his "mill" they pulled the end of the hose from Johnson's mouth and the organization buried him.

FRANK W. HEATH (See Page 114)

For a time after this incident the Star necessarily worried along without a "lobster" for the very good reason that all the available men on the board simultaneously decided on a different location and pulled their slips.

It was not until Blake went on the "lobster" trick, however, that "things" began to happen. Blake — a tobacco-eating, booze-fighting, dirty-shirted, all-around "bo," who made a specialty of sleeping in graveyards in the summer and wasn't afraid of the devil himself (the regular one, not the print-shop variety).

When the day operator on the "lobster" mill started his machine one morning he was grieved and peeved when an assortment of some eighty mats plunked down en masse, beautifully decorating the front channels and causing him fifteen minutes of cuss-punctuated delay.

When the same thing occurred the next morning the day key-puncher called the machinist; the morning after that he called the foreman, who in turn called Blake. The foreman, however, was considerate.

"Blake," he said, "there have been some kicks on the way you leave the mill in the morning. Now, if you have a personal scrap with the day operator, that's not my business, but let's not have any more work like that."

Blake grinned. "Say, what you tryin' to hand me?" he asked. "If it's a kid, I bite; what's the answer?"

"You don't know?"

"As innocent as a new-born babe; that's me."

"Well, in plain words," replied the boss, "the day man claims 'someone' runs the keys on him. It's happened three mornings straight."

"He says I do it?" demanded Blake. "Why, say, I don't know the boob except by sight; what'd I want to — I'll knock his block off."

"All I know about it," said the foreman, "is what he has told me, and I saw it myself this morning."

"Then it's on the level?"

"Certainly is."

"Well," replied the "lobster," "I don't know whether I'm loose in the attic or he is, but I'll watch and if I catch myself doing sleep-walks you can get me a guardian."

The next morning Blake purposely waited until the day force came on to work. He stood by No. 4, the "lobster" machine, when Dunn, the day man, started up. There was a slight grinding, a tightening of belts and a flood of mats rattled down.

"I'll be damned," exclaimed Blake, and walked disgustedly away.

"What do you think about it now?" asked the foreman, who had noted the performance.

Blake looked puzzled. "All I've got to say," he said, "is that I'm either drunk or crazy. As far back as I can remember distinctly I never touched the mill after I knocked off at seven."

It was Dunn who here entered the conversation. "For my part," he said, "I don't believe Blake had anything to do with this, because he wouldn't have any reasons. I can't imagine who — or — say, I don't want you fellows to think me nutty, but you know — well, are you superstitious?"

"Superstitious?" laughed the foreman, "why what the — good heavens, man, do you think he —— ?"

"I don't know," replied Dunn. "It's a mighty peculiar business, and you know he was sort of 'queer.'"

"Aw, you guys make me sick," growled Blake. "Now I'll tell you what I'm goin' to do. When I finish the grind tomorrow morning, I'm goin' to sit right down and keep my eyes on that mill from seven till you get here, and any hokus-pokus stuff that gets by me will have to travel some considerable."

It was an uncommonly dark, dreary night when Blake came to work. He had been a few minutes late in getting down and the night force had left to the last man.

A sort of half rain, half snow was falling outside, accompanied now and then by gusts of wind that whipped and howled around the building and crept in around the doors and windows. Blake was feeling grouchy.

"Devil of a night to drag a guy out of his hay," he growled at the machine. "This job is gettin' my goat."

From the start No. 4 worked badly. Time after time the distributer stopped, the metal squirted and everything went decidedly wrong. He could have worked on another machine, but Blake was going to "see it through." After the metal got to squirting systematically and regular, he turned the gas down to cool it off. It ran better then and Blake pounded the keys for several minutes steadily, forgetful of the low gas pressure until the noisy breakaway told him he had left the fire down too low and the pot was now frozen up.

Cursing heartily he arose and found the hose. As he attached it to the cock on his machine he happened to think — the hose dropped to the floor and Blake was surprised to see his hands tremble.

The next instant he laughed and recovered the tube. "Hell, I guess I've got 'em tonight," he said. "Just because a boob used this bicycle tire to cash himself in is no reason why it ain't a perfectly good hose to heat up with. H-m, to think that a guy —— "

A large rat scampered across the floor and Blake jumped.

"Zowie!" he exclaimed, "I'm gettin' as nervous as a old woman on crutches. I guess I'll feed while she's heatin' up."

He procured his lunch, which he carried since the nearby restaurant had closed its doors, and sitting down at the machine proceeded to enjoy it. He felt better after that and presently forgot about the "queer" operator and his sudden taking off.

He remembered after he had finished his stretch, however, and determined to see if anything unusual occurred, turned off the machine lights and went over to the copy desk, where he could command a view of No. 4.

There was a great story on the front page of the evening paper which was lying on the desk. Scare heads told how a prominent man had committed suicide the day before, going the gas route. Blake was deeply interested, when suddenly he sat up straight and listened.

A series of faint clicks were coming from the direction of No. 4; such a sound as a person would make running his fingers over the keys of a dead machine. Blake's heart almost stopped as he strained his eyes to see the keyboard of the "lobster." All was dark in that corner, but with an effort Blake forced himself to his feet and started toward the machine. As he did so there came a soft thud, he dimly saw the swivel chair rock back and forth as if someone had just risen from it. Gritting his teeth he strode to the machine and switched on the power. A shower of mats dropped. The next moment Blake was on his way down stairs.

"Hm," said the foreman, when he saw the wild-eyed "lobster" a little later, "that's the first time I ever heard of a ghost monkeying around at seven o'clock in the morning."

"Yes, but it's always dark up there," said Blake. "Darn a dump anyway with windows on only one side. You know it's always dark back there where the machines are. Maybe he — ah — can't tell when morning comes."

The foreman consulted with some other members of the force, with the result that Blake was coaxed to work the coming night and, several of the fellows promised to be on hand early the next morning to see the strange things.

"You needn't be nervous, Blake," said the boss. "Nothing seems to happen until after you quit, and we'll be around by that time."

"All right, I'll take the chance," replied the operator, somewhat reassured. "I guess 'he' won't try to work while I'm on the job. But say, you guys better be here on time, 'cause I don't calculate to hang around after I get through."

* * * * * * * * * * *

"Anything happened?" asked the foreman, when he and three of the day force showed up two hours early.

"Not yet," replied Blake. "She's been goin' good all night, but you know 'he' don't start in until I quit."

"Well, you can stop now," answered the boss, "and we'll see if 'he' shows up. But it's a darn fool ghost that don't know enough to get back into bed at daylight."

After shutting down the power Blake carefully switched off all the electrics and the early morning light showing faintly in the east was scarcely noticeable in the machine end of the big dark room.

The men grouped themselves around the copy desk, where the could obtain an unobstructed view of the haunted machine. The foreman was seated a little in front of the others and in hand held a pocket electric flash-light.

Several minutes they waited, scarcely breathing, every nerve strained to the utmost to catch the first sound.

"I tell you it's not the right time to be ghosting," whispered the foreman to the others.

Then, as if to give the lie to his words, there came a faint click, click from No. 4. The men all heard it and started in the direction of the machine. It went on for some moments, and then the foreman leaned forward, slowly raised his hand and pointed the flash-light. The next instant the bright streak shot out, held for the fraction of a second and went out as the foreman fell back in his chair convulsed with laughter.

"Blake," he exclaimed, "I've laid your ghost. Did you see it?"

The others had not.

"Come here," said the foreman, "and I will show you something."

Crossing to No. 4 he threw on the power switch and was greeted by the usual collection of mats.

Switching on the lights the boss carefully examined the keyboard, then turned to Blake.

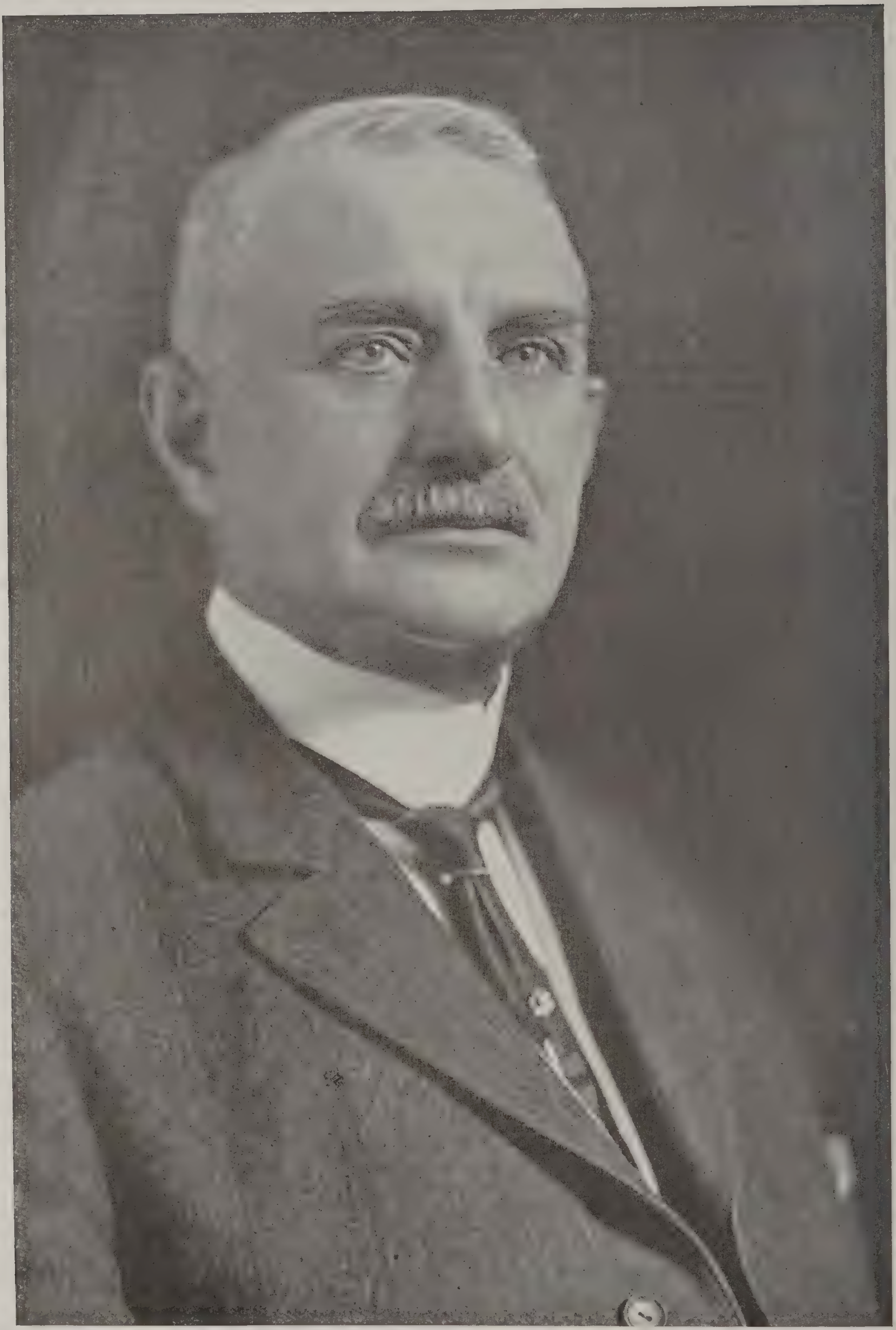
"Since when did you start carrying your lunch?"

"Why, I don't know. "I've been carrying it a week or so, I guess. Every since the hashiery across the street closed up. There isn't any other feed joint near here."

The foreman chuckled. "And you eat it right here on the job, don't you?"

"Usually," answered Blake. "Most of the time I don't stop at all, but eat while I'm working. But, say, is this a cross-exam. or what? I don't see —— "

"No," cut in the other, as he looked Blake over carefully. "No, and I don't see, either, taking into consideration that yawning gap in your physiogomy, I say I can't see how it is possible, but the fact still remains that with all your expanse of feed trap you do miss it occasionally and drop some few crumbs which shower the keyboard. After you are through work, the "spirit" of Johnson, which seems to have gone into a certain wise rodent of the place, comes forth in search of a hand-out, jumps upon your chair, and from there to the keyboard, where he is sure of picking up a square meal. Now, if you move your chair back away from the machine or hang a bucket under your chin to catch what you don't eat, you won't be troubled by 'ghosts.' Come on, boys, let's all go have a drink — on Blake."



WILLIAM THOMSON

Printers' Machinery Co , Fisher Building, Chicago.

WILLIAM THOMSON PRINTERS MACHINERY COMPANY

Fisher Building, Chicago

An "Open Letter"

After a business experience of thirty years in New York, and being about to transfer my business activities to Chicago, the more Western metropolis, I feel that, as a reminder to old friends, and as an introduction to new ones, a brief outline of my business career will not be out of place.

For about twenty-five years I have been actively and intimately engaged in the business of the manufacture and sale of printing presses and other presses and machinery connected with the printing trade, first as a member of the partnership, doing business under the name of John Thomson, and next, since 1891, as a director and general business manager of the corporation, which succeeded said partnership, known as the John Thomson Press Company of New York.

Of that corporation, I have also been its secretary or treasurer, and secretary and treasurer, since its organization, and am now a director and secretary of the company.

My experience in connection with this company, and more particularly, my success in selling the presses of the company, manufactured first by the Colt's Armory Company, of Hartford, but later at the company's own factory, made me intimately acquainted with the printing and kindred trades, doing business with our New York office, and I confidently refer to the many patrons and customers of the Press Company with whom it has been my pleasure to have had dealings.

For about twenty years past the John Thomson Press Company has had a branch office in the Fisher Building, Chicago, for the sale of its presses, a fact well known to its many patrons and the trade generally. A corporation has recently been formed in the state of Illinois under the name of the "William Thomson Printers Machinery Company," which will continue the business of that branch and will add to that business, dealing in all machinery incident to printing and kindred trades, and will be under my immediate and personal supervision.

Kindy observe that, in writing the foregoing for publication, and in so far taking its readers into my confidence, I have in view this object, to-wit: to give assurance that in transferring my operations from New York to become a part of the energetic activity of the more western metropolis, which promises soon to be the center of the printing business of the United States, I propose to give the full measure of my experience and undivided personal attention to the business; and I bespeak with confidence the continued patronage of former friends, and the assurance of a ready access to, and a kindly welcome from, a host of new acquaintances.

We are pleased to state that arrangements have been made with Mr. Frank J. Shead, who is at present manager of the John Thomson Press Company's Chicago office, to continue his services with the new company, and I am sure this will be highly pleasing and satisfactory to the trade, for, while he has not been connected with the printing press business very long, he has certainly made a very favorable impression on all with whom he has come in contact, either in person or through correspondence, and I vouchsafe the longer he remains in the business, the better will he "take" and many new, satisfied patrons will be added to his present long list.

Presses and all parts thereof, manufactured by the John Thomson Press Company, or known as Colt's Armory Presses, will be constantly kept in stock, ready for immediate delivery, and we will be prepared to make repairs and answer all inquiries with reference thereto, from our office at the "old stand," Fisher Building, Chicago, where we will be pleased to see our old friends, and make the acquaintance of new ones.

Yours very truly,
WILLIAM THOMSON.

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THE MULTIPLE MACHINE ENDORSED

The Merganthaler Linotype Company has issued from its New York office under the title, "A Striking Endorsement of the Multiple Linotype Machine Idea," a booklet of twenty pages that contains, as the title indicates, endorsements of the quick change Model 8, three magazine Linotype. These letters are all addressed to Messrs. Crittenden & Hulse, experts in printing office equipment, in response to a general letter sent out to the users of the machine last Spring, when they were called upon in their capacity of efficiency engineers and expert counsellors in printing for a large publication in New York, to give directions as to machinery as well as to methods.

They recommended the multiple machine and to fortify themselves with requisite, reliable information, they turned to the users of the machine. The responses were immediate and were enthusiastic in extolling its merits. The Merganthaler Linotype management sought and secured permission to publish these letters, and the fact that they were entirely voluntary and written in a friendly and accommodating spirit, to give reliable information to a firm entirely independent of and having no connection with the Linotype Company, in order that this firm could rightly inform their clients, greatly enhances their value as disinterested opinions and brings an unqualified endorsement to the multiple machine idea.

These letters are interesting in themselves and also by reason of the wide territory they cover and the variety of offices that they represent. The requests were, as to how the machine worked in each plant, to what extent used on ads and for a few samples of ad work. Many of the letters not only stated the facts as to how the machine worked but gave the reasons why. As an illustration, Mr. C. H. Frost, manager of Courier News Pub. Co., Plainfield, N. J., wrote, "You are perfectly safe in recommending the No. 8 Linotype for ad and job composition. It is especially good in ad composition. The reason for this is in the universal ejector blade and the universal knife block. This knife block enables a 24 point figure to be cast on a 12-point slug, and is useful in ad composition by giving these large figures at the ends of lines, such as are commonly used in the set-up of department store ads." Other points were made by other letters and all were highly complimentary.

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PUBLISHES NEW DEPARTMENT MAGAZINE

The Advertising Department of the Burroughs Adding Machine Company has issued to the salesmen and sales managers of the company a new department magazine, "The Clear Signal."

The magazine is in the nature of a "Sales Bulletin," but is more particularly devoted to getting the salesman to co-operate with the advertising department along the line of getting him to follow up more efficiently the prospects developed by the efforts of the Advertising Department.

It combines all the features usually found in magazines of this kind and at least one feature that is entirely new. This consists of small quarter page advertisements written to "sell" the salesman on different projects of the Advertising Department.

C. C. Casey, Assistant Advertising Manager, is editor of the first number. The magazine announces itself as "occasional" and does not claim to be as "periodical" as it is live.

TWENTY-TWO STATES IN THIRTY DAYS

Miller Saw-Trimmer equipments shipped into twenty-two states within a period of thirty days speaks emphatically of the high esteem in which America's printers hold this versatile composing-room machine. Many of these were trial orders, yet not one out of the lot was returned. These are the firms who have "Millerized" their plants within the above period:

Canada — Pinhey & Co., Ottawa; Herald Printing Co., Hamilton.

Connecticut — Bulletin Co., Norwich.

Washington, D. C. — Carnahan Press.

Georgia — Appeal Publishing Co., Atlanta.

Illinois — Charles J. Anderson, Rockford; W. J. Anderson Printing Co., Chicago; John Anderson Publishing Co., Chicago.

Indiana — Courier Publishing Co., Evansville; Terre Haute Publishing Co., Terre Haute; Indianapolis Typesetting Co., Indianapolis.

Iowa — Telegraph-Herald, Dubuque.

Louisiana — Sendker Printing Works, New Orleans.

Massachusetts — Telegram, Holyoke; Courier-Citizen Co., Lowell; Haverhill Gazette, Haverhill.

Michigan — Evening Press, Lansing; Evening News, Saginaw.

Minnesota — Jones & Kroeger, Winona.

Nebraska — Nebraska Printing Co., Lincoln.

New York — Southern Tier Publishing Co., Binghampton; Mergenthaler Factory, Brooklyn; Buffalo Enquirer (second), Buffalo; Brockway Co., Watertown; George B. Miller, Rochester.

North Dakota — Times-Herald Publishing Co., Grand Forks.

Ohio — Leader Publishing Co., Alliance; Raisbeck & Co., Cincinnati; Braunwart & Brockhoff, Cincinnati:

Oregon — Register Publishing Co., Eugene.

Pennsylvania — Evening Bulletin (second), Philadelphia; Dispatch, Shamokin; News Publishing Co., Wilkesbarre; Times-Leader, Wilkesbarre; Gilbert S. Jones, Reading; Grit Publishing Co., Williamsport.

South Carolina — News & Courier, Charleston.

Tennessee — Commercial Appeal, Memphis; Brandon Printing Co., Nashville; News Publishing Co., Chattanooga.

Texas — Rein & Sons Co., Houston; E. L. Steck, Austin; Times-Herald Printing Co., Dallas; Enterprise Publishing Co., Texarkana; Blaylock Publishing Co., Dallas; Valliant Publishing Co., Texarkana; Herald Publishing Co., El Paso.

Virginia — Lynchburg Progress, Lynchburg.

Washington — E. E. Beard, Vancouver.

Wisconsin — Post Publishing Co., Appleton; State Journal Printing Co., Madison.

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STEEL FURNITURE

We present this week, pages 81 and 82, the first of a series of four presentations, on inserts, to run in our issues of February, March, April and May, of Hamilton Steel Furniture and Hamilton Wood Furniture. The reading matter of these inserts pertain principally to details of the construction of the Hamilton Steel Furniture and will constitute the first publication of any such information.

This matter will prove intensely interesting and informing to all printers and especially to those who are seeking for the improvement of their plants by the addition of steel furniture. The study of all methods for the bettering the means of carrying on the work in the mechanical department is always profitable and to know of the methods of construction is to understand, the better, all points as to durability, accuracy and the working qualities as to smoothness, adaptability, economy of space and all other matter as to working methods and the why.

The study of construction is pleasing and satisfying. A thorough knowledge of construction is in every way helpful and too little understanding of the same leads to carelessness in buying and neglect in using. The facts given this month prove how carefully every detail has been planned and carried out in order to secure strength, durability, accuracy and the working of every part, every case in a cabinet, smoothly and right to the thousandths of an inch.

* * *

PHILADELPHIA CLUB OF PRINTING HOUSE CRAFTSMEN

The Philadelphia Club of Printing House Craftsmen held its regular monthly meeting and dinner on January 9, 1913, at the Continental Hotel. A most sumptuous dinner was served, of which nearly a hundred members partook.

As this was election night, the club did not secure one certain speaker, but instead Mr. Stinson, the retiring president, called some of the acknowledged authorities in the various crafts, who are members of the club. Among the members called upon was Mr. John R. Bevan, who gave an interesting talk on "The Relation of the Engraver to the Printer." His talk was interspersed with many remarks of wit and caused many laughs. He brought to the attention of the pressman the necessity of him knowing more about plates and their makeup.

Another called upon was Mr. Ralph Ezekiel of the Feister-Peven Press, who spoke on "The Relative Value of Speed and Efficiency." Some of the other speakers were Mr. Harry Wigo of the Curtis Publishing Co. and Mr. Samuel Shearer of the Beck Engraving Co.

The secretary's report for the year showed that the club was in a most healthy condition, both financially and numerically. The officers elected for the ensuing year were: President, Halver T. Sorensen; vice-president, Harry Wigo; treasurer, Harrie A. Sackett; secretary, Norman E. Hopkins. The board of governors were Samuel R. Carter, Adam M. Joyce, John R. Bevan, A. D. Lake, George S. Dunkelberger and Wayne S. Shantz.

Mr. Sorensen took the chair and gave a short outline of the work of the coming year, saying, "It is my expressed belief that a greater good can be done this year than ever before as there is a closer feeling of harmony and good comradeship throughout the club and that if we had more evenings devoted to the discussion of the difficulties arising, by men who could give their practical solution, as was done this evening, a greater good for all concerned would result."

The meeting was then turned over to the entertainment committee who had prepared a most elaborate program, one of the talent being a singer from the Metropolitan Opera Company.

N. E. HOPKINS, Secretary.

* * *

Mexico, Mo.. Dec. 16, 1912.

National Printer-Journalist,
Chicago, Ill.

Gentlemen: Enclosed find draft for $2.00, subscription to August 1, 1913. We cannot get along without the good old reliable National Printer-Journalist.

Yours truly,
R. M. WHITE,
Editor.

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WETTER THE WETTER THE STANDARD OF THE WORLD

TYPE-HIGH NUMBERING MACHINE

Sold at Right Prices by All Type Founders and Dealers

Wetter Numbering Machine Company 343 Classon Avenue, Brooklyn, New York, U. S. A.

MOUNT OF THE HOLY CROSS, COLORADO

To be seen by the members of the National Press June 20, 1913.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

WANTED—Master printer, experienced in selling, estimating and managing, with $3,000 to invest in medium sized plant doing a profitable periodical, book and catalogue business in Ohio city. Address M, care National Printer-Journalist.

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Commercial Photographers
Halftones
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FOR SALE

FOR SALE—Three-deck press, prints 4-6-8-10-12-14-16-18-20-24 pages. Overhauled and rebuilt. Will sell at very low price. THE GOSS PRINTING PRESS CO., CHICAGO ILL

FOR SALE—Four-deck press, prints 4-6-8-10-12-14-16-20-24-28-32 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One Flat Bed Perfecting Press, prints 4-6-8 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist
STATION X, - - - CHICAGO, ILL.

Read by British and Colonial Printers the World Over

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

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LEICESTER, De Montfort Press
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SPRING TONGUE GAUGE PINS
$1.20 per doz with extra tongues.

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting Great in efficiency Method of attaching does not interfere with raising tympan
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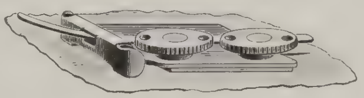
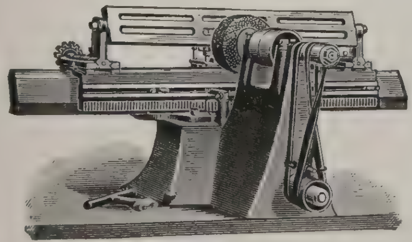

Megill's Patent
DOUBLE-GRIP GAUGES
$1 25 set of 3 with extra tongues.


Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes, which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

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Engravings
FOR ADVERTISEMENTS,
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OR BOOK ILLUSTRATIONS,
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SANDERS
ST. LOUIS"**

ENGRAVINGS
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WE ISSUE SPECIAL SPECIMEN BOOKS
SHOWING WORK BY THE DIFFERENT PROCESSES.
TELL US WHAT YOU ARE FIGURING ON AND
WE WILL SEND SPECIMENS WITH PRICES

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*****The Vandercook Press installed by us six months ago is giving

Results Beyond Our Expectation.

I can truthfully say it is in a class by itself. *****

****From a letter recently received from the "Philadelphia North American."*

Furnish press proofs—proofs that are as clear and perfect as the run itself—on the stock selected for the job. Produce them immediately, without locking up the form

Good proofs add to the prestige of your plant

The Composing Room Cylinder

produces quality work. The simplest and most durable press made. Feeds to grippers, or sheets may be laid on forms. Absolute register, automatic inking. Safety grippers prevent injury to forms.

Ideal for street car cards, rent and sale signs and other short run jobs. Proofs forms that are too large or your Gordons. Prints runs that are unprofitable for your Cylinders.

Made in two sizes 25" x 25" and 17" x 25"

Send for catalog and sample proofs. The time to save on your proofing is *now*

EASTERN SALES COMPANY, MANUFACTURERS 1528 Peoples Gas Bldg., **CHICAGO**

A New Educational Contest—in Printshop Knowledge—is announced in the February number of the American Printer. It is open to all without any expense whatever. Full information sent on request. This number also contains all the usual high-class features — attractive color plates, artistic black and white illustrations, more than twenty departments of practical articles on composition, presswork, business and cost problems, estimating, engraving, advertising and art, new books, binding, stock room, publishing, selling the printers' product, newspapers, and so forth. Reset examples, review of specimens, acknowledgment of greetings, organization and general news, queer things in printerdom — everything of interest to the printer, publisher, engraver, binder, and advertising man. The American Printer is a magazine of American Printing.

Send thirty cents for a copy of the February number, or three dollars for a year's subscription

Oswald Publishing Company, 25 City Hall Place, New York

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THE PRINTERS' BOOK STORE

The man who wins is the man who knows, and the man who knows is the man who reads. The books written on printing and related industries are teeming with money-making information. The best list of

BOOKS AND UTILITIES FOR THE TRADE

is published by *the Inland Printer Company*. This catalogue gives titles of books, prices and tables of contents of publications dealing with following departments:

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Composing-room
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Electrotyping and Stereotyping
Estimating and Accounting
Lithography
Machine Composition
Miscellaneous
Newspaper Work
Presswork
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These books contain efficiency information covering all branches from newspaper work and business management to the care of rollers. Send for the catalogue—a postal will get it.

You should have *the Inland Printer* in your office. It is the world's leading printing-trade journal. It costs $3 a year and is worth $30. $1.50 for six months or $1 for four months. Take it on trial and see how it helps.

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The Printing Trade News

The Printing Trade News, 64 pages, is published weekly and has a very comprehensive business news service from all sections of the country. It deals entirely with the affairs of the business office and the executives. It collects weekly beside printing house news, that of the binders and rulers, the electrotypers, engravers, trade composition houses, the supply trade paper houses, lithographers, etc., has a business fiction story each week, patents of interest to printers, and editorially reviews important doings of printers and publishers during the week.

The Printing Art Suggestion Book

This is a monthly publication issued by the University Press, Cambridge, Mass., containing examples of typographic and other designs intended to assist the printer and those who are printing in the choice of color schemes, inks, and papers. It contains samples of standard papers, as well as novelties which are brought out from time to time by the various mills. It is full of ideas and suggestions for typographic design, display, and color schemes.

Send orders for the combination offer to

National Printer-Journalist
Ravenswood Park, Chicago

READ THIS EDITORIAL FROM THE *PRINTING TRADE NEWS*, ISSUE OF DECEMBER 17, 1912, IT CONCERNS YOU

A GREAT NATIONAL PRINTING EXPOSITION

The opportunity to co-operate in an effort which will dignify the printing industry is offered in the great exposition to be held in New York in April under the title of the National Printing Machinery, Publishing, Advertising and Allied Trades Exposition.

The plans and arrangements for the exhibition are in charge of Harry Cochrane, a trained manager of expositions, who is accustomed to do things of this sort on comprehensive lines, and who has taken up the work of showing the industry in all its ramifications in a very thorough and broad manner.

A favorable opinion of any industry is largely formed by the progress it can show at such national expositions, and it means much to the trade of this country that this exposition is truly representative of our methods and the advancement of our manufactures.

Invitations to attend this exposition have been sent to foreign countries, and especially to the Latin-American Republics of South and Central America. But it is in our own country, where so much printing is done, that the greatest interest should be aroused. Judging from the support being extended by printers' organizations, the exposition promises to be a grand rally of printers, newspaper owners and advertising men.

The American Newspaper Publishers' Association and the Associated Press will be in session in New York during the period of this exhibition, and the National Printers' League will hold a convention to further its labor-dealing plans. The New York Master Printers' Association is actively working for it, and the New York Typothetae Board of Trade has given assurance of support. The United Typothetae of America, the National Ben Franklin Club, the International Association of Electrotypers and the National Employing Engravers and National Lithographers' organizations should all give their heartiest support to the exposition, as it will undoubtedly prove one of the most educative efforts in the history of the industry. All these national associations might well arrange some sort of rally in connection with it.

The manufacturers who will have exhibits at the Grand Central Palace (and every responsible one should have) on their part must do their utmost to assist in getting the knowledge of the breadth of this exposition to the trade.

The individual printer, publisher, electrotyper, engraver, advertising man (and others allied with the industry) should all plan to make New York and the exposition their Mecca in April, 1913. Business men engaged in any of the lines who might never otherwise visit the metropolis of the continent would do well to plan to visit the National Printing Exposition next year, for they will find opportunity there to inspect the greatest exposition of printing machinery and results of printing the world has ever seen.

For space prices and other particulars apply to

HARRY A. COCHRANE, President

Phone Gramercy 724

200 Fifth Avenue, New York

Printing Advertising and Publishing Allied Trades EXPOSITION

Including all kinds of Printing - Lithographing - Bookbinding Machinery & Supplies - Office Equipment-Advertising & Circulation Methods

Officially endorsed by the **Printers' League of America,** Ben Franklin Club of America, New York Master Printers' Association, Electrotypers' Board of Trade of New York, the Sample Card Manufacturers' Association, and the Employing Electrotypers and Stereotypers' Association of New York. Held coincident with the conventions of the American Newspaper Publishers' Association, Associated Press. and Printers' League of America, and with the co-operation of the various advertising clubs and leagues.

A B Cartwright

New Grand Central Palace, New York City
April 19th to 26th, 1913

will reflect the progress that has been made throughout these affiliated industries in the last twenty years.

They are all co-operating to help make this show the greatest of its kind that has ever been held in the world.

The various importers and exporters, consuls and foreign chambers of commerce are also co-operating with us and distributing our literature throughout the world so as to interest the foreign dealers to attend, and it is being impressed on these people that this particular event presents the greatest opportunity they have ever had to view under one roof all the up-to-date machinery, processes, systems and methods NECESSARY to people in the above lines of business.

The Bureau of Foreign and Domestic Commerce of the Department of Commerce and Labor, at Washington, are printing our articles and invitations in their Daily Consular Reports.

The Mergenthaler Linotype Company are sending out, in conjunction with their January Bulletin, 50,000 tickets to printers throughout the United States and Canada, and an article in the Bulletin will advise all printers and publishers to arrange their trips to New York so as to be here in April, during the show.

The Lanston Monotype Machine Company have arranged to send out 60,000 tickets to the trade, the Dexter Folder Company 30,000, and other exhibitors many more thousands, covering their mailing lists.

One hundred and fifty thousand tickets will be judiciously distributed by us through the different business houses, so that the buying public can view the great progress that has been made in the above industries during the last decade.

MANUFACTURERS AND SUPPLY MEN

To those of you who haven't arranged for your spaces, the question is, WHAT ARE YOU GOING TO DO ABOUT THIS? Are you going to be represented in this great international gathering, or are you going to be "penny-wise" and "pound-foolish" and let the cost of space stand between you and a large volume of new business? ARE YOU GOING TO EXERCISE FORESIGHT OR HINDSIGHT?

The spaces on the main floor of the Palace are selling rapidly and will soon all be gone. We have arranged for the SECOND FLOOR, but if you act NOW you can secure a choice location on the first one.

If you get in touch with me right away I will be glad to give you many more sound reasons why you should be represented here. Apply to

HARRY A. COCHRANE, President,

Telephone Gramercy 724. 200 Fifth Avenue, New York City.

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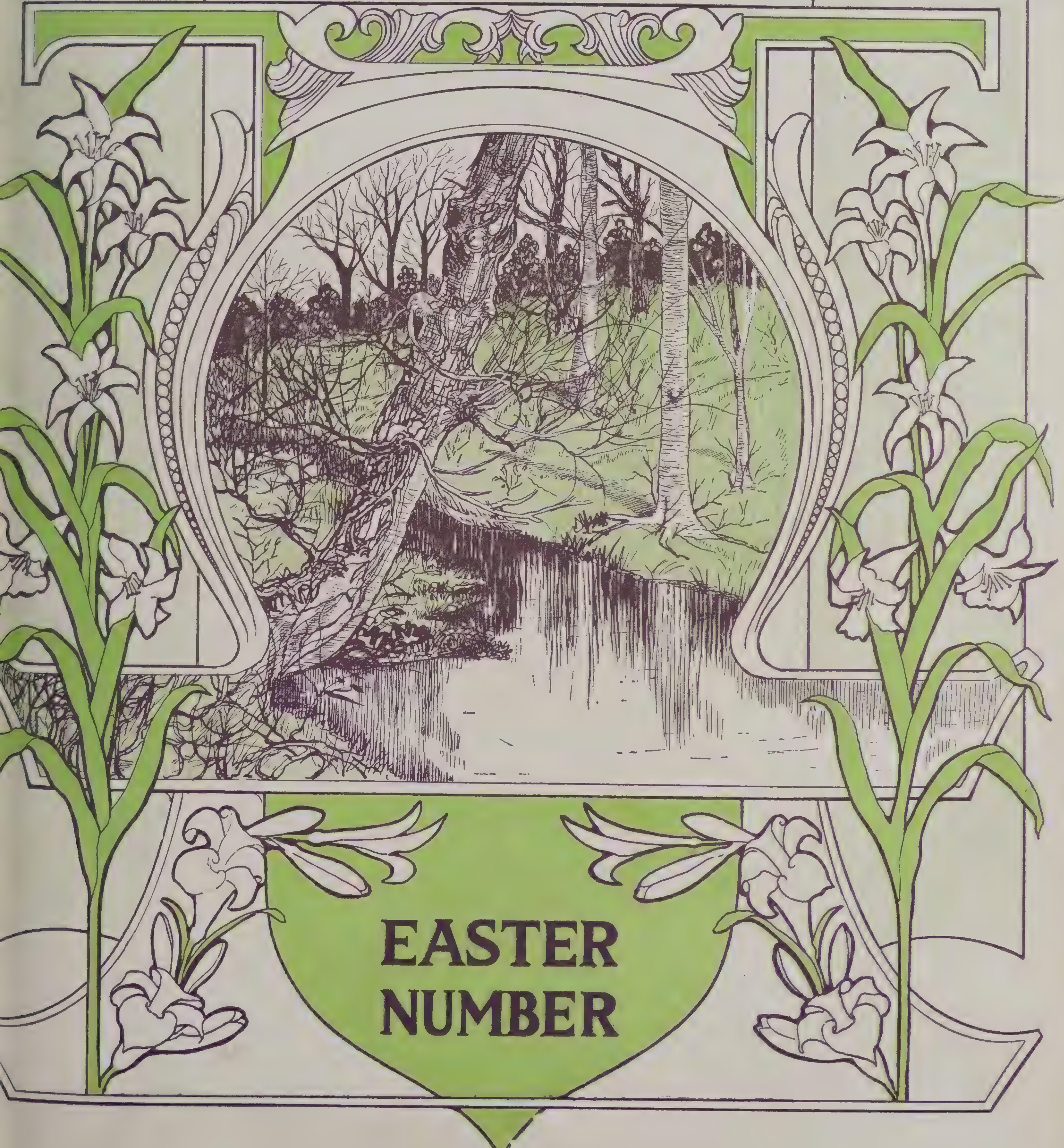
The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

ume 31 No. 3
MARCH, 1913

NATIONAL PRINTER-JOURNALIST

4618 Ravenswood Park
CHICAGO, ILL.



EASTER NUMBER

H. D. ROOSEN COMPANY

Manufacturers of Printing and Lithographing Inks
of the Highest Quality

Main office and works:

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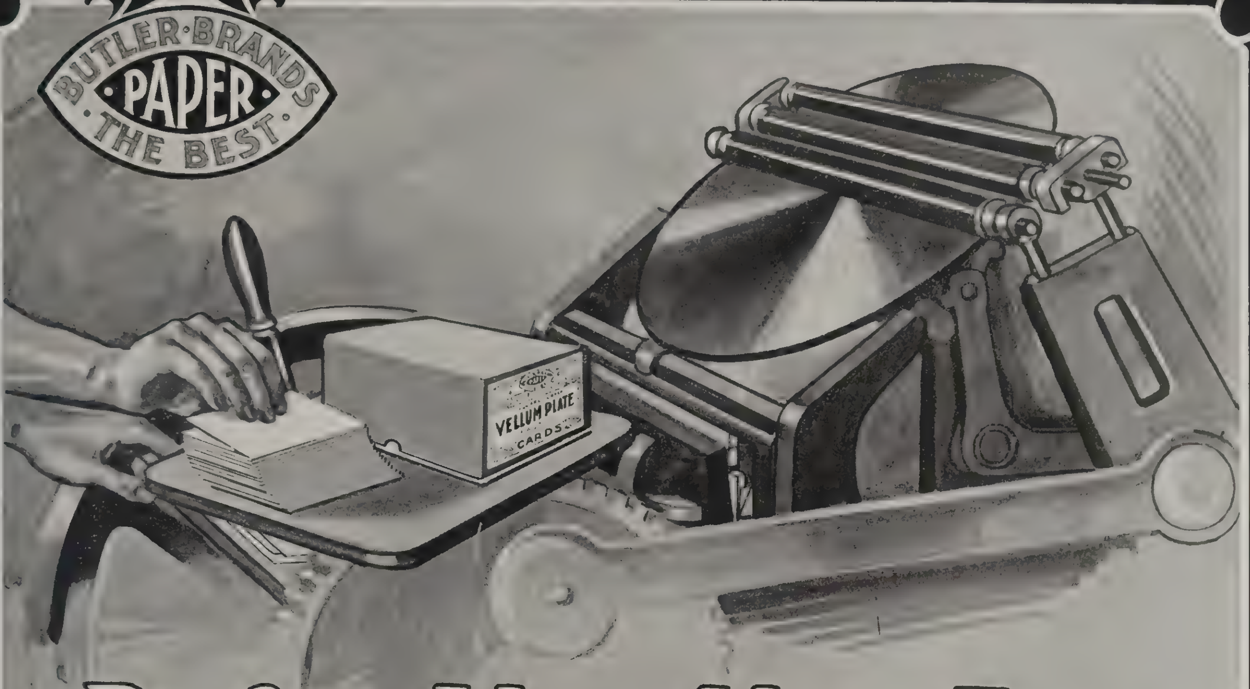
BUTLER·BRANDS
·PAPER·
·THE BEST·



Before Your Very Eyes

CARDS of dependable quality, perfectly cut and attractively packed in handsome, strong boxes, are certainly worth more than the ordinary kind. We have made a study of the cut card business from the printer's standpoint and have been able to present a strong line which has been recognized for its superiority from the very first.

¶ If you could see the loads and loads of Bristols in large sheets being cut every day into cards—square and round corner, all plies, colors and sizes—and witness the expert packers and labelers, busy as bees, all helping to meet the demand for

"Butler Brands" of Cut Cards

you would doubtless marvel at the size of our business on this class of goods alone. You would understand, too, why we can put so much value into our cards at prices usually charged for indifferent goods.

With a box of our cards before you to inspect you will say we have the Cut Card business down to a science.

Distributors of "BUTLER BRANDS"

Standard Paper Co.	Milwaukee, Wis.
Interstate Paper Co.	Kansas City, Mo.
Southwestern Paper Co.	Dallas, Tex.
Southwestern Paper Co.	Houston, Tex.
Pacific Coast Paper Co.	San Francisco, Cal.
Mississippi Valley Paper Co.	St. Louis, Mo.
Sierra Paper Co.	Los Angeles, Cal.
Oakland Paper Co.	Oakland, Cal.
Central Michigan Paper Co.	Grand Rapids, Mich.
Mutual Paper Co.	Seattle, Wash.
American Type Founders Co.	Spokane, Wash.
American Type Founders Co.	Vancouver, B. C.
National Paper & Type Co. (export only)	New York, N.Y.
National Paper & Type Co.	City of Mexico, Mex.
National Paper & Type Co.	City of Monterey, Mex.
National Paper & Type Co.	Havana, Cuba

¶ A handy pocket edition of samples containing all qualities, with full information, will be mailed on request. It will be helpful to you in soliciting orders. No prices are shown on the samples; they are quoted only in our general Net List which you shouldn't be without.

J. W. Butler Paper Co.
Chicago. ESTABLISHED 1844

Partial List of Johnsonized Machinery

showing a few of the high grade modern cylinder printing presses in stock—write for complete list, or any information you desire.

S. H. No.
590 Pony Campbell, 2 Rev., bed 23x28 front fly delivery, impression trip, table dist.—a very good job machine.
858 Whitlock Pony, 2 Rev., bed 27x31, 2 pages 6 col., front fly delivery, R & S & Table Dist., air springs, trip, modern job machine.
644 Optimus, 2 Rev., bed 26x32, 2 pages 6 col., air springs, front sheet delivery, R & S & Table Dist., trip, latest model, high grade job machine, good as new.
831 Pony Miehle, 2 Rev., bed 26x34, 2 pages 6 col., air springs, front fly delivery, trip, fine condition.
678 Scott, 2 Rev., bed 26x37, 2 pages 7 col., front fly delivery, 4 form rollers, R & S & Table Dist., continuous geared vibrators and distributors, trip, double set air springs adjustable, 4 tracks, high grade and modern, one of the best.
881 Century, 2 Rev., bed 26x35, 2 pages 6 col., air springs, table dist., front fly delivery, trip, almost new, modern job machine.
611 Whitlock, 2 Rev., bed 27x40, 2 pages 7 col., air springs, front fly delivery, table dist., trip, elliptical bed motion.
807 Whitlock, 2 Rev., bed 27x40, 2 pages 7 col., air springs, front sheet delivery, table dist., trip, modern machine.
880 Century, 2 Rev., bed 30x42, 2 pages 7 col., front fly delivery, 4 form rollers, table dist., air springs, for high grade printing.
603 Huber, 2 Rev., bed 29x43, 2 pages 7 col., improved crank bed movement, front fly delivery, 4 form rollers, table dist., trip.
850 Hoe, 2 Rev., bed 29x42, 2 pages 7 col., air springs, front fly delivery, 4 form rollers, table dist., trip square frame, fine press.
851 Scott, 2 Rev., bed 33x47, 4 pages 6 col., 4 form rollers, front sheet delivery, double set adjustable patent air springs, geared vibrators, table dist., trip, 4 tracks under bed, good as new, modern job machine.
589 Cottrell, 2 Rev., bed 35x52, 4 pages 6 col., 4 form rollers, R & S & Table Dist., trip, front fly delivery, air springs,
764 Whitlock, 2 Rev., bed 38x52 4 pages 7 col., 4 form rollers, R & S & Table Dist., trip, front sheet delivery, air springs, high grade machine for general job printing.
765 Whitlock, 2 Rev., bed 59x53, 4 pages 7 col., 4 form rollers, geared distributors, table dist., trip and backup, 4 tracks, 4 air springs, elliptical bed movement, almost new, modern job machine.
798 Scott, 2 Rev., bed 42x55, 4 pages 7 col., front sheet delivery, 4 form rollers, trip, table dist., air springs, 4 tracks, square frame, modern job machine.
847 Campbell Century, 2 Rev., bed 43x56, 4 pages 7 col., 4 form rollers, front delivery, air springs, table dist., trip, job machine in fine condition.

C. I. JOHNSON MFG. CO.

The Firm of Practical Men—Independent Printers' Supply House

St. Paul, Minnesota

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GRAY TONE BRASS RULE

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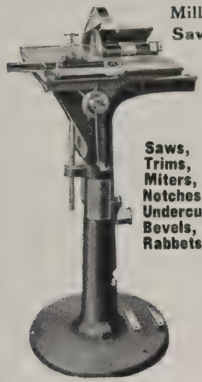

Miller Universal Saw-Trimmer

Saws, Trims, Miters, Notches, Undercuts, Bevels, Rabbets,

Sharp, Keen, Cutting Tools
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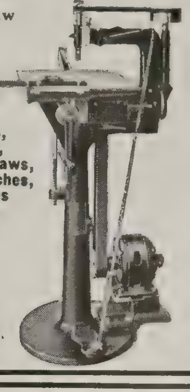

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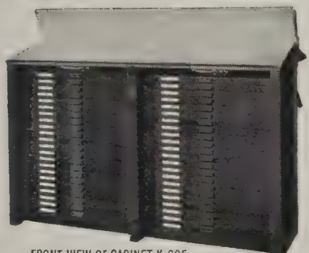
Routs, Drills, Jig-Saws, Broaches, Planes Type-High

That's the Miller

The Only Accurate Type-High Planer for the Printer.
Will plane ordinary sized cuts five per minute.

EASY TO OPERATE. EASY TO BUY. EASY TO PAY FOR.

Sold by Leading Dealers **Miller Saw-Trimmer Co.,** ALMA, MICHIGAN



FRONT VIEW OF CABINET K-625

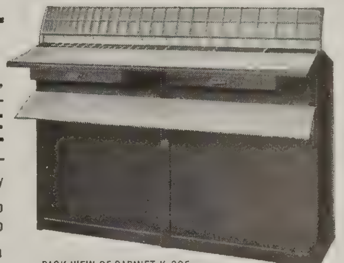
KEYSTONE STEEL EQUIPMENT

For Composing Room, Press Room and Bindery; consisting of Cabinets, Ad Frames, Case Stands, Linotype Dumps, Imposing Frames and Surfaces; Correcting and Storage Frames; Assembling, Make-up and Stripping Tables; Galley Transfer and Self-Dumping Trucks, etc., and it **LASTS A LIFETIME**

This Steel Furniture was Originated, Designed and Made for Your Special Needs by

KEYSTONE TYPE FOUNDRY Philadelphia, New York, Chicago, Detroit, Atlanta. San Francisco

For Detailed Information and Catalogue, Address House Nearest to Your Location



BACK VIEW OF CABINET K-625

Wire Stitchers Only!

Nothing but wire stitchers is produced at the factory of the Boston Wire Stitcher Co. The best thought of expert stitcher men is devoted solely to the Boston, its betterment (if possible) and the invention and perfection of special machinery in this line. We now have "Multi-Bostons" for all purposes, flat and saddle, and can adapt these stitchers to your special requirements, using as many as ten heads, making ten stitches simultaneously, in a single frame. The No. 9 with semi-automatic feed and delivery will interest all periodical publishers.

Write for details.

American Type Founders Co.

SERVICE

Stands first in pleasing your patrons in typesetting for the trade. To be thoroughly consistent this must be backed by personality conversant with all the technicalities of both hand and machine composition, the culmination of which is highest

QUALITY

These are the results obtained in book, job and catalogue composition when placed in our hands. Your correspondence is earnestly solicited in regard to the production of booklet, catalogue or publication, with the assurance of highest class workmanship.

"Monotype M & L Linotype

Typesetting Co.

Telephone Lakeview 2515
4015 E. Ravenswood Park, Chicago

Printer's Account Book

A TIME AND MONEY SAVER. 200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5.00. Book measures 11¾x15¾ inches.

National Printer-Journalist, Station X, Chicago.

Riessner's Combination Gold Printing Ink

for all kinds of paper. A pound sent, express paid, on approval. Send on your paper and I will print Gold Ink on it to show you.
Specimens and prices on request

T. RIESSNER 63 Gold Street. New York
AGENTS WANTED. A Good Side Line for Salesman.

OSWEGO

Exclusively
Cutting Machines

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OSWEGO MACHINE WORKS
NIEL GRAY, JR., PROPR.
MAIN OFFICE AND WORKS: OSWEGO, N.Y.

Want to Make Money?

Then use money making equipment—equipment that eliminates waste at every turn—that cuts out all unnecessary labor—that not only makes it possible, but *easy* to turn out more and better work—equipment that reduces your costs to the lowest possible point and that extracts *all* the profit—the very last penny – out of your work. The best and surest way to do this is to

Use
Rouse Time Savers
for Printers

- Lead and Rule Cutters
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Each the Best of Its Kind

H. B. Rouse & Company
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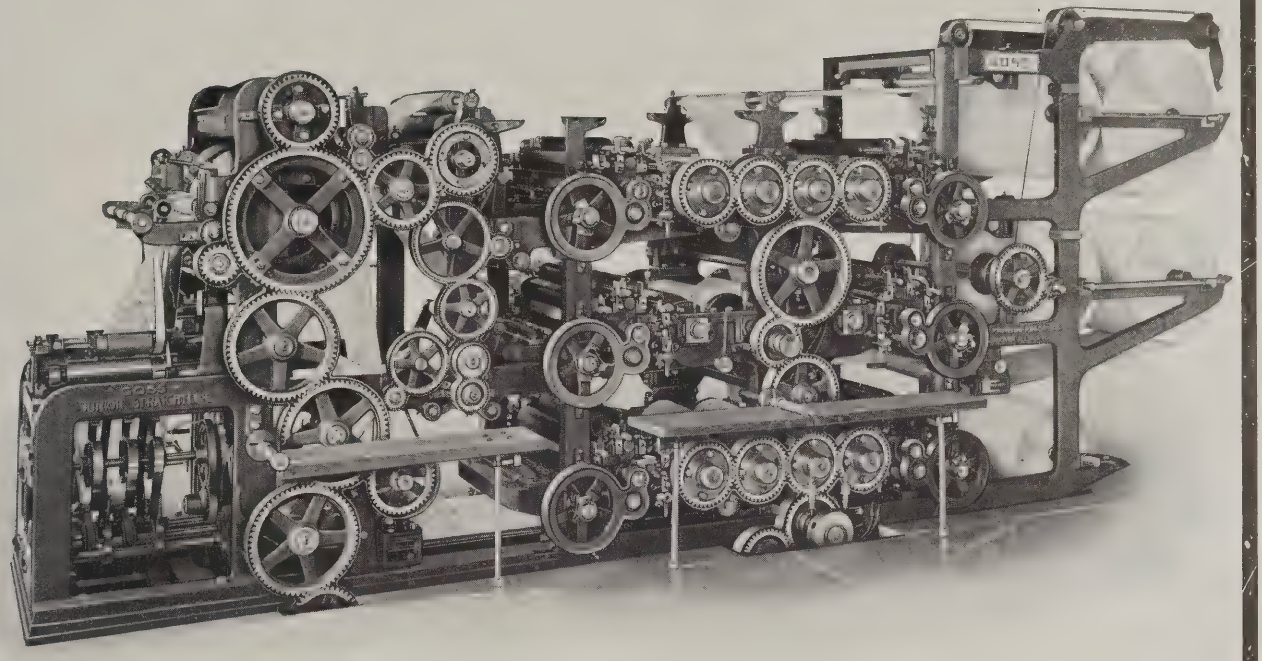
THE

GOSS Junior Straightline

Built on Our Regular Straightline Design



Built 2, 3, 4-deck high, or in tandem, according to space or selection, producing 4, 6, 8, 10, 12, 14, 16 pages in book form, printing seven columns wide by length of columns from 20 in. to 22 in. All plates cast from our standard stereotype machines (no boring of plates required). Can be arranged to print from one to three extra colors. Additional decks or sections can be added at any time in the future. Can be made to deliver products either one-half or one-quarter page size. Best workmanship and material used in its construction. Ask for further particulars.

Manufactured by

Goss Printing Press Co.

Sixteenth Street and Ashland Avenue
Chicago, Illinois

NEW YORK OFFICE: No. One Madison Avenue, Metropolitan Building

The Goal

has changed since the chariot-driver contested for Royal favor.

Yet the qualities which enabled the driver of those days to win are the qualities we are using today to win business. The race is no less spectacular because it employs brains instead of chariots.

The best that his horses and equipment could do under the most favorable circumstances—that was all the driver could ask.

This is the standard which BARNES-CROSBY COMPANY sets for itself—*the making of illustrations and printing plates which will give you the greatest service in the race against competion.* To do this we operate our Chicago plant day and night—employ a staff of over a hundred artists, and have extended our organization until it touches almost every great commercial center. These are the facilities we place at your command.

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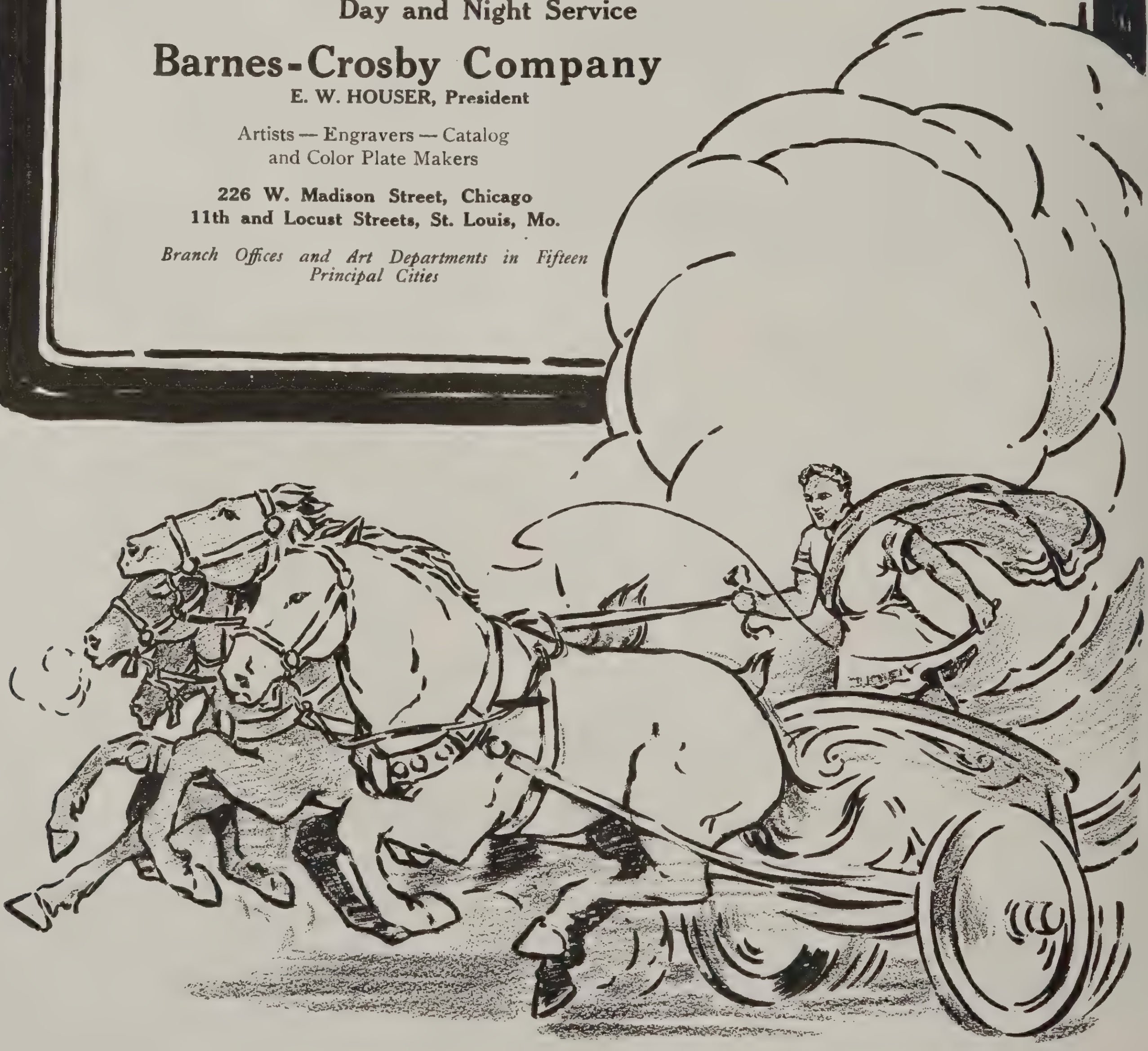

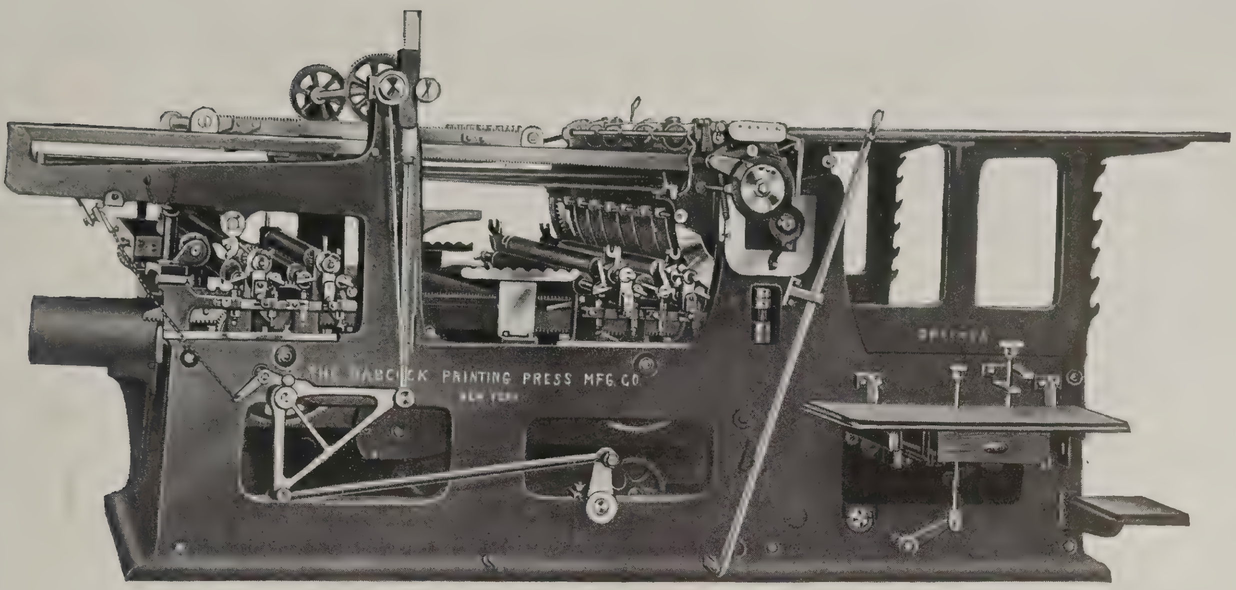

THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Winnipeg

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS KANSAS CITY OMAHA ST. PAUL SEATTLE DALLAS WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

The Babcock Optimus
The Babcock Optimus

The Optimus does not gutter on heavy forms. It meets them without this or any symptom of weakness; it is the only one that does. Held by lugs cast on the side-frames, and bolted to them, the strongest impression girt in use supports six patented tracks. Construction details render girt and tracks supremely strong, and give a bed support without equal in rigidity. Pony sizes do not need as many tracks.

Beyond impression line more than two tracks are useless. Two of the six tracks under Optimus' impression are full length, with one short track under each bearer and two between the long tracks. We have proved decisively that for strength and endurance, for the easy maintenance of long continued high efficiency, this disposition of tracks is better than any other form.

The usual practice is four tracks each as long as the bed travel. The inside tracks wear most; there is no quick or reliable way to correct the resultant inequality. A true bearing for the bed across four tracks of uneven surfaces is impossible; impression becomes uneven, make-ready excessive, forms wear, and the press is no longer highly efficient.

Successful Optimus' strain resistance accompanies an equally enviable safeguard against wear. Each short track has three five-inch wheels, each wheel quickly adjusted to produce absolute uniformity of impression throughout the life of the press. The two long tracks are more quickly and effectively corrected than if they were a part of a four-track device. Equality of bed bearing is readily maintained at any age or use, a feature unknown in any other press.

The wheel tracks have three times the wearing surface of a straight track of same length. Each equals four feet of straight track. In this form it is possible to concentrate this four-foot track, or an aggregate of sixteen feet of track, under the point of intense strain. Its advantages are increased surface, greater durability, added rigidity, easier drive. Each wheel has a bearing pivoted at one end, with a coil spring under the other. Adjustment of each is quickly made by loosening the clamps; the spring forces wheel above its correct position; the bed is moved over it, the depression compelling accurate contact with bed bottom; bolts are tightened, and the wheel held positively without variation or deflection. It is a superb point in press construction.

A new style slider that annuls friction holds the rollers in the long tracks. A spiral mechanism is easily adjusted to change point of reversal so that guttering of the tracks is impossible no matter how long the press has been used.

SET IN AUTHORS ROMAN

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

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PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

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A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

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PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers Supply Houses throughout the United States. For further and full particulars write

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112 NORTH NINTH ST., - - CAMDEN N. J.
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"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

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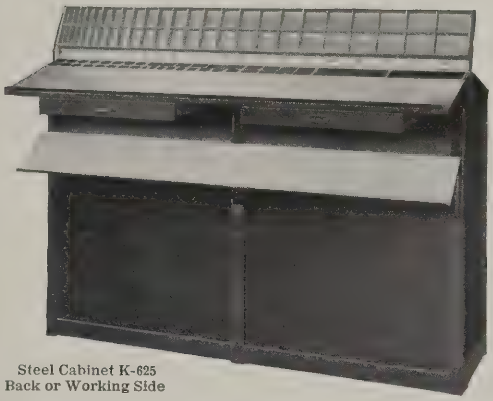

Steel Cabinet K-625
Back or Working Side

Steel Cabinet K-850
Back or Working Side

WE SHOW hereon a few pieces selected from our extensive line of Steel Composing Room Furniture, every one of which embodies the latest and most modern ideas of efficiency in design and construction. We do not try to sell the same pieces for every plant we equip, for we realize that the requirements of no two printing plants are identical. Our line has therefore been designed with the idea of giving to each the **exact equipment** in design and arrangement needed to handle the work in that particular plant to the best advantage.

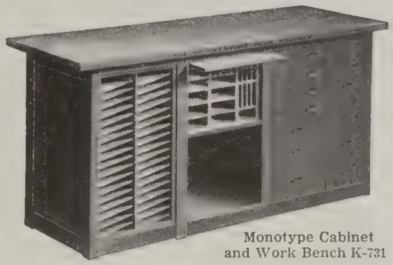
This necessitates a corps of real efficiency experts—men who can go into any newspaper or other printing plant, acquaint themselves with the character and volume of work done there, and design the individual equipment needed to facilitate its most economical handling and produce maximum results. We have such experts in our employ and offer their services to any employer aiming to bring his plant to its maximum efficiency.

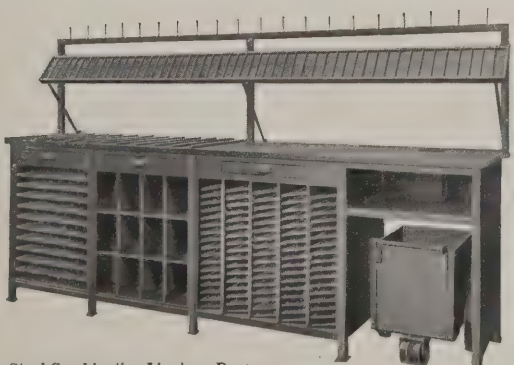
We have rendered this service in many cases and can furnish ample proof of what we have done for others. A letter addressed to any of our houses will bring an immediate reply. If you are really progressive and desirous of maintaining a leading position in the printing world write us to-day.

KEYSTONE TYPE FOUNDRY

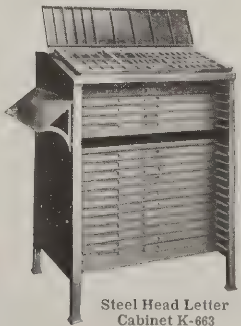
PHILADELPHIA NEW YORK CHICAGO
DETROIT ATLANTA SAN FRANCISCO

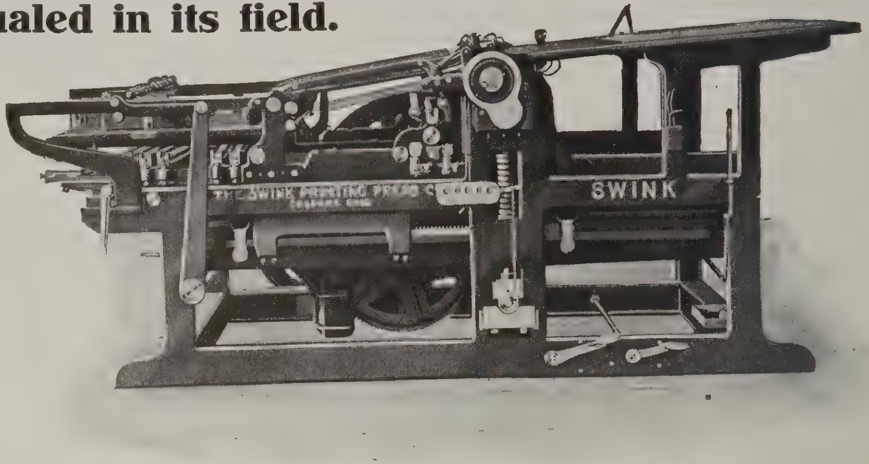
Steel Linotype Cabinet
and Work Bench K-442


Monotype Cabinet
and Work Bench K-731


Steel Combination Linotype Dump
and Correcting Bank K-709

Steel Rolling Page
Transfer Cabinet K-195


Steel Head Letter
Cabinet K-663



In THE SWINK HIGH GRADE 2 REVOLUTION PRESS, we have produced a Printing Machine that is unequaled in its field.

¶ Its construction embodies durability, speed, accessability, convenience, accuracy, compactness, simplicity thorough and even distribution and ease of operation.

¶ The printers who have installed our presses know the advantage of these important items. Let us convince you and add to your profits.

Write for catalogue and specifications or a representative will call if you desire.

The Swink Printing Press Company Factory and General Offices DELPHOS, OHIO

*****The Vandercook Press installed by us six months ago is giving

Results Beyond Our Expectation.

I can truthfully say it is in a class by itself. *****

****From a letter recently received from the "Philadelphia North American."*

Furnish press proofs—proofs that are as clear and perfect as the run itself—on the stock selected for the job. Produce them immediately, without locking up the form

Good proofs add to the prestige of your plant

The Composing Room Cylinder

produces quality work. The simplest and most durable press made. Feeds to grippers, or sheets may be laid on forms. Absolute register, automatic inking. Safety grippers prevent injury to forms.

Ideal for street car cards, rent and sale signs and other short run jobs. Proofs forms that are too large or your Gordons. Prints runs that are unprofitable for your Cylinders.

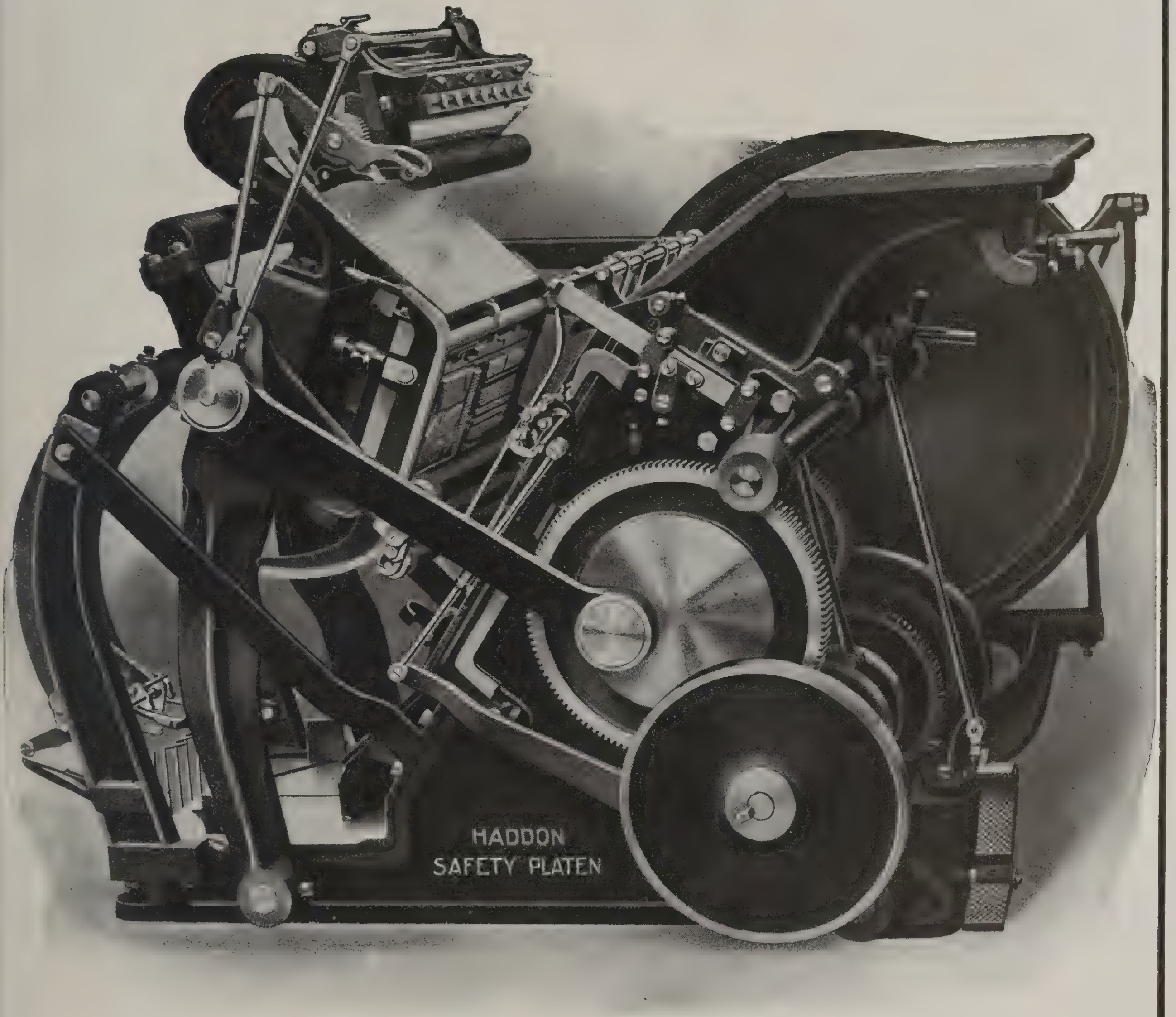
Made in two sizes 25" x 25" and 17" x 25"

Send for catalog and sample proofs. The time to save on your proofing is *now*

EASTERN SALES COMPANY, MANUFACTURERS 1528 Peoples Gas Bldg., **CHICAGO**

THE GREYHOUND

of the PRESSROOM



2,500-3,000 demy folio sheets (17½ in. x 11¼ in.) per hour. Complete gripper control. Removable make-ready plate. Treadle impression throw-off. Steel chases with movable bars. Production is constantly under the eye of the feeder. Front delivery. Sheet delivered printed side up.

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Unique Steel Blocks

must be good or they would not be so extensively used in the best printshops.

The reason is that they are

**High in Quality,
Low in Price.**

Send for our catalog and price list.

Unique Steel Block Co.
Kent Avenue and Keap Street,
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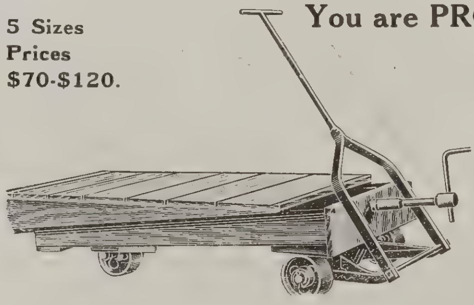


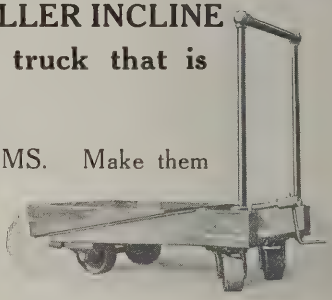
5 Sizes
Prices
$70-$120.

You are PROTECTED when you buy a MILLER INCLINE TRUCK, the only LIFTING truck that is PATENTED.

One truck will serve 100 PLATFORMS. Make them yourselves.

Over 500 PLANTS now using THIS SYSTEM.

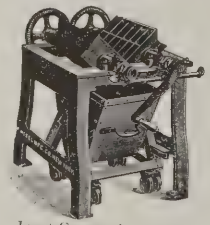
Write for Catalog B.



The above style for handling a sheet not larger than 40 inches. Price $60.

The Miller Incline Truck Co., 561 West 57th St., New York

DON'T DROP HUNKS OF METAL



Ingot Casting Apparatus, several styles.

—that is "any old" metal—into the pots of Linotype or Monotype machines. It PAYS to handle the metal properly—to cast and keep it ready in the shape of uniform Ingots. We make casters for this purpose, plain and water cooled, in several sizes.

Ask us about Blocks.

F. WESEL MFG. CO., Printers' and Platemakers' Equipment
70-80 Cranberry Street, Brooklyn, N. Y.
New York, 10 Spruce St.
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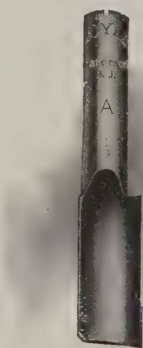
TAKE NO CHANCES



Use the unmistakably dependable "Cutters that cut", the kind Royle makes.

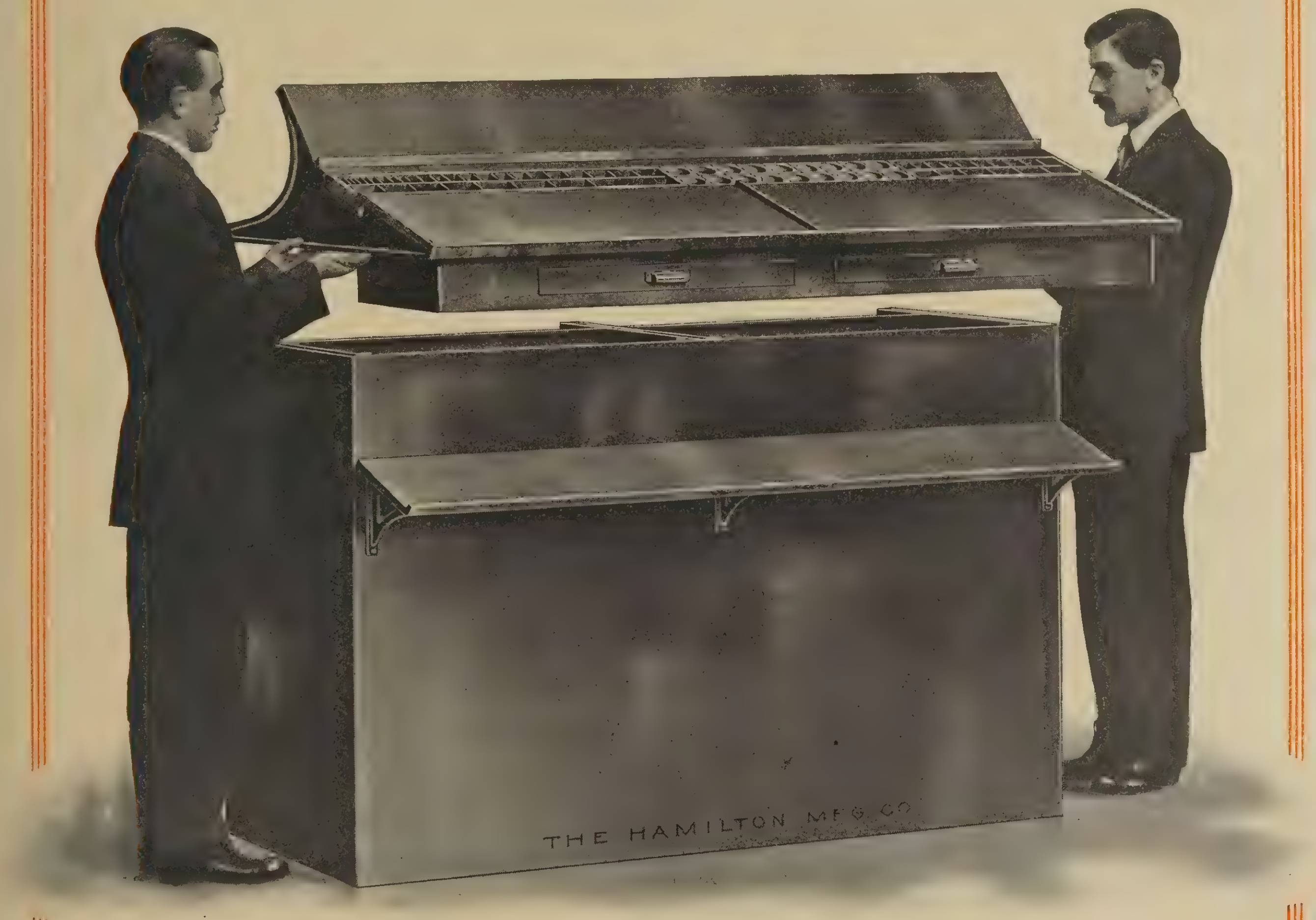
Write for Booklet.

John Royle & Sons
Paterson, N. J.

Photo-Engravers' Machinery

Hamilton Steel Furniture

CONTINUOUS utility is a feature of Hamilton Steel Cabinets. Realizing the great number of years service our Steel Cabinets are destined to perform and desiring to make them permanently efficient during that period, we have constructed them so the tops may be changed at any time to meet new conditions. Every printer who has watched the development of Composing Room Furniture knows that most changes in the past have been in the cabinet top. For this reason we make our cabinet tops removable as shown in the illustration, thus making it possible to change to any style made necessary by changed conditions in the Composing Room at some future date.



This is only one of the many features of Hamilton Cabinets that have been worked out with great care to protect the interests of our customers. Ask your dealer to show you the **HAMILTON STEEL CABINET.** You can tell it by the trade mark on every piece. When you buy, insist on furniture with our trade mark. Its your guarantee of satisfaction backed up by our unqualified guarantee of materials, workmanship, etc., etc.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

HAMILTON GOODS CARRIED IN STOCK BY ALL TYPE FOUNDRIES AND DEALERS

A VALUABLE LINE GUAGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Hamilton's

MODERNIZED COMPOSING-ROOM FURNITURE

NOW AVAILABLE IN WOOD OR STEEL

Reduce the occupied floor space in your composing room from 25 to 50%.
Decrease the labor expense from 10 to 25%.
Decrease the wear and tear on material from 10 to 25%.
Increase the volume of product fully 25%.

That is an attractive proposition on its face, bordering apparently on the impossible, but hundreds of printers are now testifying that these results have been accomplished in their composing rooms after installing modernized furniture made in the Hamilton factories.

These progressive printing concerns will dictate the cost of printing. They are pioneers and progressives. They are solving the problem of cost finding and cost reduction by getting at the root of things.

The Cost of Printing Lies Largely in the Composing Room

Here is food for reflection. Let the efficiency engineer demonstrate what can be done. It is a simple proposition. A floor plan showing location of each piece of furniture; a set of drawings showing new equipment; an estimate of the cost. The signature of the printer on the order sheet is all that is required. The saving in cost production will pay for the new outfit in one year. Every printer should ask himself this question: "Shall I wake up now or wait until my competitor sounds the alarm with lower prices?"

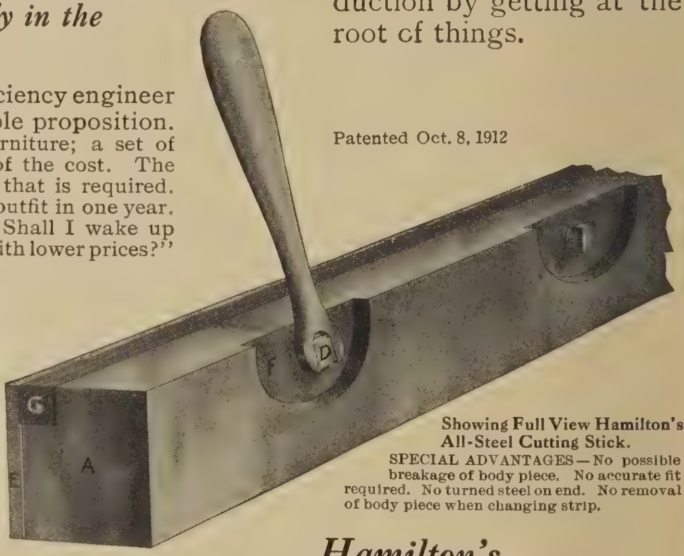
THE RUMFORD PRESS
CONCORD, N. H.

HAMILTON MFG. CO.
TWO RIVERS, WIS.

GENTLEMEN:—

The installation of the new furniture in our composing room has been very satisfactory. The result has been a great saving in floor space and a proportionate saving in the time of our workmen in handling the work. We have practically doubled our output of work and this would have been impossible to have handled only for the readjustment thru your suggestions. Had we attempted to continue with our old material, we should have had to either refuse the work we have handled this winter or doubled our rental expenses by taking extra floor space. All the furniture we have found to have been everything that it was recommended in material and workmanship and we are very well satisfied with the investment.

Very truly yours,
J. V. BRIDGE, Manager.



Patented Oct. 8, 1912

Showing Full View Hamilton's All-Steel Cutting Stick.
SPECIAL ADVANTAGES—No possible breakage of body piece. No accurate fit required. No turned steel on end. No removal of body piece when changing strip.

Hamilton's Improved All-Steel Patent Cutting Stick

Hamilton's Patent Cutting Stick has saved thousands of printers from 50 to 75% in their cutting stick bills.

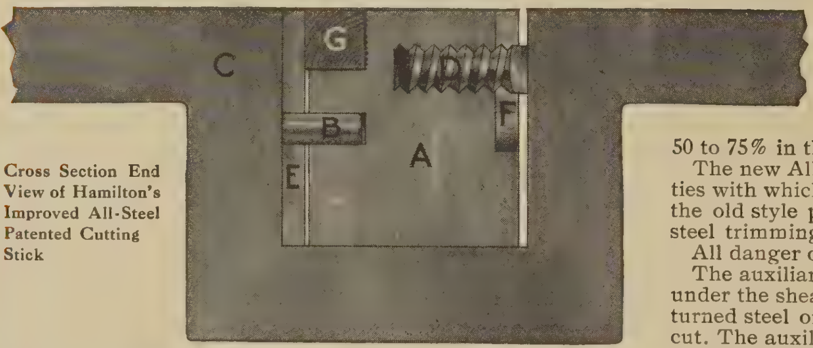
The new All-Steel Stick overcomes all the difficulties with which printers have contended in the use of the old style patent stick, partly made of wood with steel trimmings.

All danger of breakage is overcome.

The auxiliary cutting strip is firmly held in place under the shear of the knife without resorting to the turned steel on the end, thus providing a full length cut. The auxiliary cutting strip can be removed from the main body piece, and renewed or reversed *without taking the body piece from the machine bed.*

The main body piece is locked in the depression in the machine bed and the auxiliary cutting strip is secured in the body piece *at one operation*, by means of the screw bolts shown in the operation.

The Improved All-Steel Patent Cutting Stick can be supplied in any size desired to fit any paper cutter.



Cross Section End View of Hamilton's Improved All-Steel Patented Cutting Stick

C—Bed of Paper Cutting Machine.
A—Main body piece of steel.
G—Auxiliary cutting strip of wood.
E—Clamping blade which secures the wood cutting strip G.
B—Guide bolts secured to clamping blade E.
D—Screw bolts which bind the main body piece A in the cutting machine recess, and also bind the auxiliary cutting strip G in the main body piece A at one operation.
F—Recess in main body piece A to allow the wrench to engage binding screw bolts D in renewing auxiliary cutting strip G without taking the main body piece A from the recess in machine bed C.

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing-plants in the United States.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

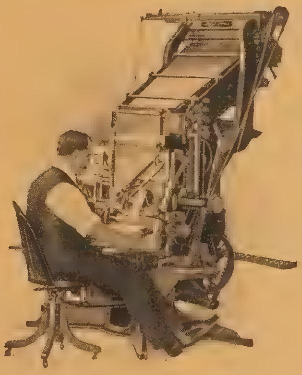
HAMILTON GOODS CARRIED IN STOCK BY ALL TYPE FOUNDRIES AND DEALERS

Repeat Orders

FOR

MULTIPLE MAGAZINE LINOTYPES

Quick Change Model 8
Three Magazine Linotype



Quick Change Model 9
Four Magazine Linotype

The table on the following pages furnishes convincing evidence that—except for special classes of work—single magazine Linotypes are rapidly being relegated to an obsolete past and that

The Multiple Linotype Way

Is the Modern Way

MERGENTHALER LINOTYPE COMPANY
TRIBUNE BUILDING, NEW YORK

CHICAGO:
1100 S. Wabash Ave.

SAN FRANCISCO:
638-646 Sacramento St.

NEW ORLEANS:
549 Baronne St.

TORONTO: Canadian Linotype Limited, 35 Lombard St.

BUENOS AIRES: Hoffmann & Stocker
RIO JANEIRO: Emile Lambert
PORTO ALEGRE (Brazil): Edwards, Cooper & Co.
HAVANA: Francisco Arredondo
SANTIAGO (Chile): Enrique Davis

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK: Mergenthaler Setzmaschinen-Fabrik, G.m.b.H., Berlin, Germany

BOGOTA (Colombia): Manuel M. Escobar
TOKIO: Teijiro Kurosawa
MELBOURNE, SYDNEY, WELLINGTON, MEXICO CITY: Parsons Trading Co.

SOUTHERN EUROPE, AFRICA, and the FAR EAST: Linotype and Machinery Limited, London, England

Write to Nearest Agency for Illustrated Catalogue, Prices, and Terms

Repeat Orders For Multiple Magazine Linotypes

THE following firms, after purchasing and using three- or four-magazine Linotypes, have indorsed the Multiple Linotype Idea by ordering more of them:

	FIRST ORDER	REPEAT ORDERS
Albany, N. Y., Press	1 Model 9	1 Model 8
Baltimore Record	1 Model 8	1 Model 8
Boston Globe	6 Model 8 2 Model 9	1 Model 8
Brooklyn Eagle	1 Model 9	2 Model 8 1 Model 9
Chicago Press	1 Model 8	1 Model 8
Cincinnati Times-Star	1 Model 9	1 Model 9 1 Model 8
Cleveland, Thomas Brothers	1 Model 8	1 Model 8
Dallas, Texas, Louis F. Shanks	1 Model 8	1 Model 8
Dayton, Ohio, National Cash Register Co.	1 Model 9	1 Model 8 1 Model 9
Detroit, Conway Brief Co.	2 Model 8	3 Model 8
Fort Wayne, Ind., Journal-Gazette	1 Model 9	1 Model 8
Great Falls, Mont., Tribune	1 Model 8	1 Model 9
Indianapolis News	1 Model 8	1 Model 8
Kansas City, Western Typesetting Co.	1 Model 8	1 Model 8
Louisville, Ky., Post	1 Model 9	1 Model 8
Lowell, Mass., Sun	1 Model 8	1 Model 8
Madison, Wis., Democrat	1 Model 8	1 Model 8
Minneapolis Journal	1 Model 9	1 Model 9 1 Model 8
Minneapolis Tribune	2 Model 9	3 Model 8
Newark, N. J., Evening News	1 Model 9	1 Model 8 1 Model 9 1 Model 8

Repeat Orders—Continued

	FIRST ORDER	REPEAT ORDERS
New York City, Bronx Home News	1 Model 9	1 Model 8
New York American and Journal	2 Model 8	6 Model 8 2 Model 8
New York, De Vinne Press	1 Model 11	1 Model 11
New York Globe	1 Model 9	1 Model 8 2 Model 8
New York Press	1 Model 8 1 Model 9	2 Model 8
New York Sun	5 Model 8	8 Model 8
New York, Technical Press	1 Model 8	1 Model 8
New York Times	2 Model 9	8 Model 8 3 Model 9
Philadelphia Bulletin	1 Model 9	2 Model 8
Port Arthur, Texas, Evening News	1 Model 8	1 Model 8
Poughkeepsie, N. Y., Enterprise	1 Model 8	1 Model 8
Reading, Pa., Eagle	1 Model 8	1 Model 8
Rochester, N. Y., Democrat and Chronicle	1 Model 8	1 Model 8
St. Louis Republic	2 Model 9	2 Model 9
St. Louis, Nixon Jones Printing Co.	1 Model 8	1 Model 8
Syracuse, N. Y. Herald	1 Model 9	1 Model 8 1 Model 8 1 Model 8
Syracuse, N. Y., Journal	1 Model 9	1 Model 8
Utica, N. Y., Press	1 Model 8	1 Model 8
Washington, D. C., John A. Heydler	1 Model 8	1 Model 8

Colima, Mexico, Government Printing Office	1 Model 8	1 Model 8
Manila, P. I., Bureau of Printing	2 Model 8	1 Model 8
Mexico City, Mexico, Muller Brothers	1 Model 9	1 Model 9
Montreal, La Patrie	1 Model 8	1 Model 8
Ottawa, Ottawa Citizen Company Limited	1 Model 8	1 Model 8
Toronto Evening Telegram	2 Model 8	3 Model 8
Toronto, MacLean Publishing Co.	1 Model 8	1 Model 8
Winnipeg, Free Press	1 Model 8	1 Model 8
Winnipeg, Saturday Evening Post	1 Model 8	1 Model 8

Repeat Orders
Are the Final Test of a Machine's Efficiency

¶ During the past twenty months nearly a thousand three- and four-magazine Linotypes were installed.

¶ Fully ten per cent of these were REPEAT ORDERS.

¶ One firm tested the multiple Linotype idea by installing two machines. Later they put in **eleven more.**

¶ One firm started with five. Within ten months they added eight more of the same model.

¶ Forty-five other job and newspaper offices have used multiple magazine Linotypes for a time and expressed appreciation of their advantages by ordering from one to eight more of them.

THE MULTIPLE LINOTYPE WAY IS THE MODERN WAY

ALL two letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this Company.

Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

MERGENTHALER LINOTYPE COMPANY.

SPEEDLIMIT BLACK INK

Speedlimit Black Ink
Means all the name implies.

It makes friends. The printer likes it and continues to use it after a trial. It has peculiar working qualities and real merit. Sets almost instantly, has good color and finish. Permits of printing, turning, printing and binding all the same day.

A good ink for most any job of high class work, and is escential when important to do good work—P. D. Q.

Manufactured by
The Queen City Printing Ink Co.

SPEEDLIMIT BLACK INK

SPEEDLIMIT BLACK INK

SPEEDLIMIT BLACK INK

The National Printing, Publishing,
at the New Grand Central Palace

Concerning Chocolate Eclair Backbones

THE manufacturer who says, “Go get someone else in my line — and then come to me,” will NEVER loom
affairs of his trade because he doesn't **do his own thinking.** Being afraid to take the center of the stage, he is
for life “to sing in the chorus.” The big rewards in merchandising have always fallen to the PIONEER
man who dares — the foot that makes its own tracks, instead of **following** in another's. We suppose that when
blows his trumpet members of the Timid Brotherhood will huddle together, sheeplike, and wait until SOMEBOD
the way UP or DOWN. Let us hope that no practical joker starts a stampede in the wrong direction.

THE SHOW deserves your support; yes, we mean you, because it will strengthen, broaden and dignify a grea
try. But, it is not on sentimental grounds that we seek exhibitors. The SHOW was planned to make money for
for YOU, and it WILL. ONLY a few hundred dollars is asked for an unusual amount of concentrated publicit
attention of 25,000 interested Printers, Publishers and Advertising Men — that you cannot obtain by ANY C
METHOD AT ANY PRICE. We expected prejudice. We foresaw opposition. We looked for distrust from the
inhabitant” and the “veteran war-horse” who think that every NEW thing is a BAD thing, just because it doesn't
to their ideas.

BUT — you cannot advance one SOUND reason, one valid argument, why YOU as a manufacturer, or sellin
will not be benefited by displaying and demonstrating your line to 25,000 PRINTERS, PUBLISHERS AND ADV
ING MEN THAT HAVE COME HERE EXPRESSLY TO INVESTIGATE AND BUY. Think it over — talk it
sleep it over. We are confident of your decision.

The Size of Space and the Sighs for Space

WHETHER your SHOW space is large or small doesn't count a tenth as much as whether you are represe
some way. The SHOW lasts a full week. EVERY person attending will see EVERY exhibit. They ca
seeing YOUR display, any more than they can miss seeing the Palace itself. They will be so fascinated
magnificence of the building, its decorations, booths and exhibits, that they will LINGER LONG, while they ar
If you cannot see your way clear to engage a large space, ENGAGE SOME SPACE. Be where the buyer will
where your competitor will be. Be in the Atmosphere of ORDERS. **Fish where the fish gather.**

Will the Printer, Publisher, Advertising and Business Man Atte

HE WILL, because 50,000 have already applied for or received tickets to the SHOW by mail. Thousands m
be supplied with tickets by exhibiting houses. Is it conceivable that anyone interested, coming to New Yo
neglect to visit the Palace when he can obtain a ticket WITHOUT COST, either by writing us for it or from
he deals with? Would he use a theater ticket if you gave it to him? And, if he would attend a mere play for amus
sake, how much more likely is he to attend the NATIONAL PRINTERS, PUBLISHERS, ADVERTISING ME
ALLIED TRADES' SHOW, teeming with DOLLARS AND CENTS interest to him, and bristling with ideas, n
and helps, **applicable to his own business?** Never fear — THE PEOPLE YOU WANT WILL BE THERE, but tha
do you any good, unless YOU'RE THERE WITH YOUR LINE.

To the Man in the Office Marked “Private”

YOU deal with most customers at long range. Many of them you've never met. You know them only by **let**
ledger. Why not **meet** and **greet** them face to face at the SHOW? You will profit by knowing them per
THEY will profit by knowing you personally. A friendly hand-clasp will clasp your trade CLOSER and TIG
A tactful word, a cheery smile, a good-humored grip, will make them feel that you value their accounts ABO
mere dollars and cents consideration of self-interest. Get to know your CUSTOMERS — every mother's son of
and let them know YOU. The SHOW is the place to see new faces, old faces, big customers, little customers, an
CUSTOMERS.

Can't Keep Up With My Orders

THAT may be an **excuse** for not exhibiting at the SHOW, but it is no **explanation.** Are you in business just f
DAY? What about TOMORROW? Do you suppose that the manufacturers of “Sapolio,” “Kodaks,” “
Razors,” “Uneeda Biscuits” and a dozen other famed commodities in far wider demand than yours are not
behind in filling orders? But — they are building, building, building FOR THE FUTURE. They are constructi
wreck-proof ships of trade that will weather the waves of an industrial storm, **should it break.** AN OUNCE O
AHEAD IS WORTH A TON OF CATCH-UP any day.

For Space, Etc., W

FIFTH AVENUE BUILDING, NEW

tising and Allied Trades Exposition
, April 19th to 26th, 1913, Inclusive

People Will Look Me Up Anyway

H, THEY will, will they? Do you keep your salesroom open at night? No, of course not. The SHOW is open every night and until midnight. So, while you are confidently expecting Mr. Customer to call at your salesroom Tuesday morning, he is at the SHOW Monday night, looking at the displays of your competitors. Bad business, it. Poor judgment, that. Many "Closer-than-a-Brother" accounts are going to be separated from houses, who cannot won't see the folly of giving rivals a "look-in." The Prospective Buyer will come to the SHOW first. If you are not ere, your smiling competitor will be. Why let the price of a space stand in the way of keeping the trade you've got and tting a slice of the other fellow's?

You Don't Pay for This

SIDE from the dozens of **new accounts** that you will gain through the NATIONAL PRINTING, PUBLISHING, ADVERTISING AND ALLIED TRADES' EXPOSITION at the New Grand Central Palace, the fact that you **are** an exhibitor will give you hundreds of dollars' worth of **free** advertising. All the trade magazines give you minent mention on account of your being an exhibitor. We serve the exhibitor well. We supply him with invaluable lps. We **list him by name** in all our Show literature. We **identify** him constantly and conspicuously with the show.

Cut Your Selling Cost

UST three things contribute to the cost of modern production — the expense of **raw materials**, the expense of **manufacturing**, and the expense of SELLING. You cannot reduce the cost of raw materials because you have no hand in fixing the price. You cannot reduce the cost of manufacturing, because under-paid work-people MUST produce der-quality goods, and the quality is what you want and your customers demand. But — you CAN reduce the cost of ling, by displaying and demonstrating at the PRINTING, PUBLISHING, ADVERTISING AND ALLIED TRADES' XPOSITION, which brings the customer to you without salesmen's commissions, salaries, traveling or hotel bills.

Act at Once

RACTICALLY less than four months remain for you to arrange for YOUR display at the SHOW. Don't put off! Don't sow a crop of regrets. Don't be among the members of the "Wish-I-Did Club," who will wander dispiritedly up and down the aisles of the Palace, in it, but not **of** it, with the courage that came too late and hindsight that should ve been foresight. What excuse except false economy can you give for not supporting a merchandising project so rthy, so modern, so **unifying** in its effects upon all branches of a great industry?

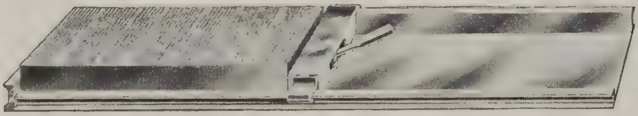
The Watchers on the Fence

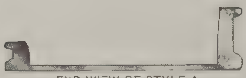
OU who intend to wait and see how the SHOW turns out and let the other fellow spend his money first, are openly confessing **weakness** and lack of **initiative**. You look carefully to the originality of your line. Why not the originality of your SELLING METHODS? Thousands of Printers and Publishers regard the Exposition at the Palace THEIR OWN SHOW. Some of them have written us, that whenever practical they will confine their purchases to the IOW EXHIBITORS. Then, where do you come in? With your alert competitor and his salesmen "on the spot." hat chance is there of this man getting to your salesroom, past the solid phalanx of exhibits at the SHOW, and past the my of hands eager to welcome him and to have his order? On the night of the first day of the SHOW many comnies will be CLAMORING for space. Save regrets and ACT NOW.

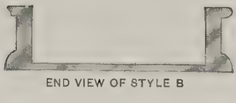
A. Cochrane, President

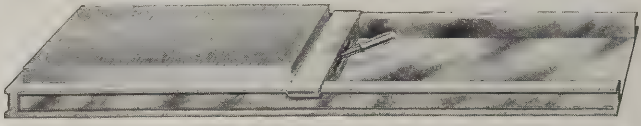
lway and 23rd St.) Phone 724 Gramercy

This BARNHART All-Brass Linotype Galley will save half your time in making corrections.


STYLE A, WITH ONE SIDE LOW


END VIEW OF STYLE A


END VIEW OF STYLE B


STYLE B, WITH BOTH SIDES HIGH

Notice Style A particularly. One side is considerably lower than the other, allowing the slugs to be tipped up endwise and lifted out of the galleys without interference from the sides.

Style B is best when type is used in connection with the slugs.

Both styles have a foot clamp which is locked by pushing the lever. Pins in the rims keep the clamp from sliding off.

If you do any linotype composition you need these galleys. Write today for prices. Give exact width of column and send a sample linotype slug.

BARNHART BROS. & SPINDLER

ST. LOUIS
OMAHA
KANSAS CITY
DALLAS

168-70-72 W. Monroe St.
Chicago

NEW YORK
WASHINGTON
ST. PAUL
SEATTLE

GETTING LIGHT on VALUE RECEIVED

The BEST VALUE in Designs or Engravings for YOU is a finished result that best carries your message, advertising or illustrative, one adapted to the paper and printing requirements, at the least expenditure of cash and effort. Too lavish expenditure is sometimes as foolish as too niggardly.

OUR CONSULTATION DEPARTMENT

is at your service, with Twenty-four years experience in solving just such problems as yours.

2-3-4 Color Halftones : Multi-colors : Highlights Combinations. Unique results in **Ben Day** treatments Special facilities for **Town Boosting** or **Anniversary numbers** of newspapers or periodicals.
Posters, Hangers, Souvenir Post Cards, etc., etc.

Send for Specimen Portfolio No. 7

—Established 1889—

GATCHEL and MANNING
DESIGNERS and ENGRAVERS
in ONE or MORE COLORS
Sixth and Chestnut Streets
(Opposite Old Independence Hall)
PHILADELPHIA

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-One Chicago, March, 1913 Number Three

Accurate Cost Finding

By Edward U. Roper
250 W. 12th St., New York City.

[This series of articles on management, system and cost accounting is the outcome of many personal talks with the author extending through a period of nearly twenty years, and we feel as though a personal introduction and a bit of history of the writer would not come amiss.

Mr. Roper celebrated his fortieth anniversary in the printing business last June (1912), and is today standing on his feet doing a day's work at the stone, always capable and willing to do anything in the shape of work that is necessary.

His first years were spent in learning the different branches of the trade: composition, book and job, pressman, book binding, ruling and, in later life he has worked in or had charge of electrotyping, steel and copper plate printing, lithographing and process plate making, and while keeping in touch with the practical end of the work, has had a large experience with the selling and managing departments.

The knowledge thus gained has been carefully collated and thoroughly assimilated. A comparison of his personal experience with men in the same line, and a study of the work of the pioneers in other lines, has made him more than ordinarily capable and in some cases startlingly original.

Mr. Roper is now making a specialty of efficiency engineering and accountancy in the printing business, and with his usual push and energy, is studying the way others are doing in the offices in the East.

One of his ideas that we consider original and sound sense from start to finish is "that an efficiency and cost system in an office is no better than the man who has charge of it. You must have a man who wants a system, and wants it bad enough to sit up nights and work; a man who will convince the employer that he (the employer) wants it; and convince everybody in the shop that it is to their interest to have it; then give that man a system, and give him charge of the shop, and the system, and he will show you things that you never dreamed of." — Editor.]

TO THOROUGHLY understand a new theory it is necessary that a fair comprehension of the difficulties or inaccuracies of the old should be in one's mind.

The present standing of civilization and its trend cannot be intelligently understood or comprehended without a fair knowledge of the world's past history.

The present trend of printing and the dilatoriness of the employer in adapting himself to changes from the so-called art to a manufacturing standpoint cannot be understood without going into the past and studying the conditions and men at the time of the invention of printing, and also studying how the mere matter of printing or publishing separated and gave off the advertising end, and how the child has grown into the larger man; and how this child's management as a business proposition has become the one absorbing problem to the employer.

The condition of the earlier printer, scribe or author is so well known in a general way by everyone that it will not take many words to tell all that is necessary for an understanding of present conditions.

He was a poor sort of man among the fighting men, or the men who were striving for mere money, place and power, and attempting to advance themselves personally at no matter whose or what expense. Men who thought only of the future as it related to the place they might occupy, and who would not go into a venture except as they could see profit or benefit for themselves.

The men who invented printing were the students — philosophers — men who wrote of what the others had done and were doing; men who, in their humble quarters and work, were retainers of the fighting and money-grasping men, and who, in writing of the successes of one set of men, must see the failures and downfall of the many. Must see how short and fleeting was the success of the few, and how in the years that elapsed, the men who wrote and told of the things that were done came to be venerated among the students and literate more than the men who did the things. Now the lessons to be drawn from the study of their writings grew greater with the passing centuries until the writer and the lesson were all that was left. Homer is greater than the Iliad. The only question today is about the writer; the figures in the poem are mere puppets in the play for his manipulation.

Up to the discovery of printing the philosopher, poet and artist could go hungry and naked; go without a place to sleep, except such as he might earn by his songs or stories, so long as he were allowed to muse and write.

With the invention or discovery of printing all this was changed. To get his writings printed? Here enters the material. He must have a place to house his goods, his men and himself; he must have money or something to exchange for material on which to print his enormous edition. Never in the world's history has there been such a stride, such a jump in the amount of a product as at that time. Just think of it: From the production of a single copy to a full and complete hundred. We of today are not very much astounded to hear that a book has sold one hundred thousand, or that in special cases some books are being published in five thousand editions; but what would be your first thought if someone said that a certain book had sold ten million copies, or a certain publishing house had placed an order for five hundred thousand copies as a first edition. Yet this would not have as great effect on the paper world of today as that first order for one hundred copies at that time.

This demand for the material in his life; this absolute necessity for an exchangeable commodity, in this student, recluse, philosopher, with his high ideals, his love for his fellow men, his absolute abnegation of self, did not make him a warrior or a thief; did not send him out with an army to conquer his neighbor, it simply made him a beggar; a man trying to advance the interests and aims of his fellow man, but a beggar nevertheless.

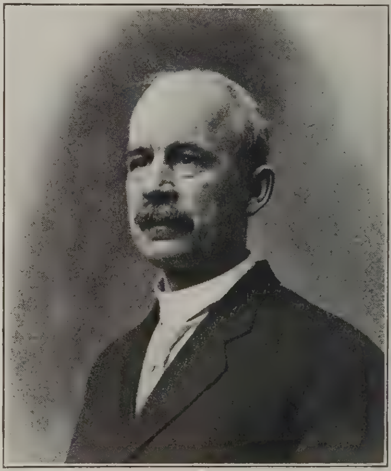
The first conditions, murder and theft, he could not adopt. What was the alternative? He simply must convince the king, lord, baron, pope or priest that it was the right thing, the only thing to do. Get out this book. If Homer (?) had made such a great and lasting fame getting out one book, what would he not do by being the sponsor, the father of a hundred. And as time went on how they cited precedent after precedent of the ones in this city or that who had become famous. How the story is told of the men who furnished the money, not of the men who did the work.

Can it be necessary to go further to show the origin of the spirit and the parallel between the conditions and the men of the then and the now?

With the origin of advertising as a department of printing and its enormous growth the conditions were made worse. The printer of today retains in a measure the ideals of his predecessor, while the manufacturer or business man is a combination of the fighting man and the money lender. The ferocity and strength of the one, combined with the trickery and shrewdness of the other.

See the printer (employer, solicitor and mechanic) putting all this energy to work to discover some new idea or some new way to state an old one, some new or old way in which to produce it; the intelligence and art to illustrate and make attractive, and then when the whole is complete how he will go and plead, coax, beg, to get one of the warriors of old to let him print it for his (the warrior's) benefit and glory; how he will agree to a certain stipulated price for the beautiful child of his imagination, and then go to his doggery, and make it better and better for the glory there is in it. And then: The world has not changed: The same ages old remark: Wasn't Baron Von Valkenstein kind and generous to help old Guttenberg with his new book? Didn't Field, Stone and River get out a beautiful booklet for their spring opening? Alas! The poor printer!

Go to a meeting of the printers today and listen to the beautiful words. Art-preservative; enlighteners of the world, advancers of civilization, promoters of the world's greatest enterprises; originators of the greatest thoughts; people's preachers. All the beautiful, and still the idea of what belongs to them has not yet entered. So full of words are they that they lose all connection with the parent idea, and they become, in a sense, self-intoxicated with the importance or grandeur of their mission. And while in this self-elated state the buyer plans the contract with a large percentage of the price to be paid in the "glory" coming to the printer.


Edward U Roper

Visit an advertising manager for one of the large enterprises; one that owes its great renown, and its success, to the printer, and what do you find. A man who has not risen to any idea of his true use or worth, but a man who is valued and values himself by the low price at which he can get his work done; or the amount he can get out of the printer for nothing. Never realizing that he can not climb high by digging a hole deep; never realizing that the smaller and more insignificant he makes the goods he produces, the smaller and more insignificant is he.

It is not the supply man, nor the paper man, that has made the poor printer. It is the lack of the man-idea, the commercial, the money-idea, in the printer that has traduced the whole fraternity, and brought the printer from his high estate (mental, for he never had a high material) to his present low condition.*

Renown is not success. It is necessary to impress this on your memory. The difference between these two words represents the difference between the printer and the manufacturer. Renown is the goal of each, but with the printer it seems to be first; with the manufacturer it is only wanted because of the additional profit he may charge to his commodity. The amount the manufacturer will pay for his fame is a definite and fixed quantity in proportion to what he thinks he can get out of it.

Before entering the field for manufacturing a line of goods, he makes a very careful estimate of the possible consumption; then makes reductions to bring this to a probability; on the basis of this consumption or amount to be produced in a year he figures the cost of manufacture; makes a liberal addition to this cost to cover any possible oversight. Goes into the market and finds the retail price on the nearest thing like his that he can, and then figures how much advertising he can afford to do to reach the end desired, and does about one-half of it.

How many printers go through a process like this before entering the manufacturing field? How many even in small towns ever stop to think of how much there is to do, and how many to do it? Are they going to create a demand for more by new ways and new ideas, or are they just going to fight for part of what is not enough for those already in the field?

How many employing printers go through a like line of thinking in regard to the possibilities of their own shop, and know the out-put of the plant if it were working to its limit; and in that condition what would be the manufacturing cost per labor hour and machine hour; and on this basis what can he afford to have for an office force: Manager, superintendent, salesmen,, and what can he afford to pay them? What is his wages roll under these conditions, and what is his fixed charge when idle?

I do not want to say there are none, but I have never met one who would entertain the idea of such information being useful. Much less the idea of having it, or knowing how to use it if he had. But this gives him just what he loses for every idle factory hour, and is a readily findable charge for each machine or man "idle hour."

I am trying to point out the things that are necessary to know, and of their relation to the cost of manufacture. The salary of the owner is so fixed, and more arbitrarily so, than that of his employee, for he may pay what he pleases from his own pocket as long as his money lasts; but he cannot go into his customer's pocket, and he must not add an unnecessary burden to his factory. If he does not do any more than a bookkeeper, he should not draw any more than one.

That this point is not grasped by one employer in a hundred is shown by the statement made frequently in meeting "That whatever an employer draws should be charged as cost against the manufacturing end."

How many ever have a rental, insurance, and interest charge against stock? How many have reduced this to a bulk basis and charged it against a piece of work that might be sixty or ninety days in the house? Even when they have an idea of making this charge the work one day in the house pays as much as that which is in six months, bulk for bulk.

How many ever charge for a standing lot of matter and the working material in it, and even those that do, do you think they ever make up the time pulling sorts and putting them back?

One could mention many such instances; they are only mentioned here in their relation to cost.

One more. Every time a piece of work comes in that was done in the office before, or what we call a "Home-re-print," the salesman looks up the former charge, reduces the price because of this condition, marks it "Follow copy," and wonders why it takes nearly three times as long to set it as it did before. You see the relation to standing matter.

Where does this cost go and who pays for it?

The cost of work in the factory must be carried against a job no matter what the selling price — and must be credited to the factory — or department, at its cost if you wish your books to balance.

Never specify absolute style or allow your customer to do so, if you can possibly avoid it, unless you are prepared to buy new material and charge it up as such.

In the finding of the burden charge it is necessary that each employee's time, direct and indirect, should be kept separate, so that the exact amount dollars and cents that goes into burden may be known. If it is only known that so many hours are direct and indirect, and the average put into the burden, you carry a much larger amount into the burden than is warranted. The most of the indirect time is from the low priced men, and by this average you make it appear that each man has had the same amount.

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* The census of the United States as well as Great Britain shows that the printer occupies a lower place in intelligence, so far as can be judged by his reading or patronage of the trade papers, than any other class of mechanics or business men.

This is the reverse from figuring the wages and adding the burden — in finding the price to charge. In this part of the burden I am only speaking of what is lost by indirect labor, and on the basis that each man is to be charged to the work at his actual wages.

How far has the manufacturing spirit entered the printing business? All the power, wear and tear, and a large percentage of the ink are charged in the pressroom to the presses by the hour, direct time. In the large majority of pressrooms, makeready is fully 25 per cent of the direct time, and in many it is fully 50 per cent. How much of either of these items is expended on a press standing still? Should not the total for a year of this expense be divided by the running time? This may not seem much in dollars and cents, but it is inaccurate. There should be charged to a piece of work in the pressroom: the actual wages paid the men, plus the burden as found per hour; the price of the press for makeready time per hour, and another price per hour running time. These three items can be figured as constants, and when the charge ticket is made up showing who worked on the makeready, it is only a matter of looking at the payroll to put down the price per hour, and the amount for the press in each class. The extra work is little more than in the present way, and it is more accurate.

The adding of all indirect expense and the pay roll together and dividing by the direct hours is wrong. If the same conditions were to repeat themselves next year, it would be right, but it makes the cheap labor carry the larger portion of the burden. This will be shown more fully later on, and the way to avoid it explained, but if you take any hourly cost you may wish and take the man's wages away, you will see at once the difference in the burden. Also, it must be seen that unless the conditions were exactly the same you would not get your burden paid.

As a preliminary to a full understanding take a small example. Your men have worked 100 hours, and the wages and all burden amounts to $1.25 per hour. This we will consider one week's work for three men of forty-eight hours each; 144 hours. of which 44 are non-chargeable; 1 at $24, 1 at $22.50, 1 at $17, a total of $63.50 for wages, and $61.50 for burden, on the basis that each had worked the same number of hours, and were always going to do so, the answer would be the same. That, of course, is impossible, but even so it has the objection that the high priced man is not carrying his share of the burden as it is distributed in rotation, 75c, 78c, 86½c. Each having worked 32 hours you get your $125.00 back, but the minute that is changed, for every hour over the 32 your high priced man works, you lose 7 2-3c, and the chances are that he will be the one to work on the average. This is the only showing that can be made in favor of this system. Every other condition, and all the conditions of actual work are against it.

By keeping the man and the machine time you have the knowledge whereby to charge the right penalty to a customer who holds a press, or to the job when held for any reason. If the pressman or feeder is working on some other job his time is charged to that; and the value of a press standing idle is not so great that there is liable to be a great kick.

The law of average may have to govern on large work, but on the small work, stationery, blanks, circulars, cards, and any job that is of necessity executed by one or two men it is possible to specify who shall do it, and in nearly all offices it is done by the foreman anyway. By having the men in the office understand the system by which you are working they will be perfectly willing to help. Especially the foreman. Let them know what the work is taken for, and your idea of who is to do it, and the reason. This course will remedy one of the greater evils: An ignorant mechanic (ignorant of the business end of the work) starting for himself.

The education of the mechanic is the one feature most essential to the elevation of the trade in a business sense, as it will be seen that it is the proprietor who has come from the factory, and not the one who has come from the selling force, who is responsible for price cutting.

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RIGHTS AFTER EXPIRATION OF COPYRIGHT

Some light is thrown on a publisher's rights after the expiration of copyright or patent protection by the findings in the case of G. and C. Merriam Co. vs. Saalfield (198 F, 369 U. S. C. C. A.) Here it is set forth that though the specific protection afforded by the Federal law no longer obtains, if the manufacturer or publisher has used a name of "apt description" so long and exclusively that it has become generally indicative of his product, he has the right to continue the use of such name and to be protected against unfair competition. But "the right to protection against unfair competition is incidental only to an existing business, and there can be no violation of such right except as there is injury to the business and good will through loss of sales or damage to the reputation of the goods."

Profits can be recovered by the complainant in such a case, says the court, only on the ground of the loss of sales. "But it may be presumed that the simulation was one of the causes that induced defendant's sale and prevented complainant's." The court goes further and declares that in case it is impossible to determine definitely that the alleged simulation did actually result in sales, nevertheless an accounting of profits may be required. From Printers' Ink, January 10, 1913.

In the case referred to an accounting was required and settlement was made.

An Improved Cost Summary Sheet

By Edward Gorman, Secretary Buffalo Master Printers Association

ON the day of its devising, form 9H was doubtless quite an achievement. At that time printers' cost systems were a new thing and most of the forms in use were crude and more or less incomplete. In the past four years, so many progressive printers have been studying cost systems, and so much has been learned about the keeping of costs, that one cannot help wondering why form 9H still continues in such general use without improvement.

The summary sheet is the most important form in the cost system. All other forms are used merely to get the data for the summary. During the past two years, I have often looked at our old friend 9H and wondered if certain of its evident deficiencies were ever going to be corrected.

I have seen some excellent summary sheets in use in certain plants, but each was devised for its own particular plant and was not well adapted for general use.

At last I got tired waiting for someone else to improve 9H and decided to do it myself. The result is shown on another page. The entire form is not reproduced, but enough to show the plan and arrangement. The sheet is made in two sizes — one in loose-leaf form, 9½x14, with space for eight departments, for small and medium sized shops and the other, with space for nineteen departments, in bound books covering three years, for large plants.

I call this the Buffalo Summary Sheet (form K1 and K2), as it was gotten out especially for use in the systems installed by the Buffalo Master Printers Association.

The sheet is not copyrighted. Any printer, or any person doing cost system work for printers, is at liberty to use it. If it is of any help in the efforts now being made for more and better cost systems, I shall be well satisfied. Since it will be cheaper to buy them in small quantities than to rule and print them for one's self, the Buffalo Master Printers Association will sell either the loose-leaf sheets or the bound books. If there is any profit, it will go into the cost system work of the Association and may help us to introduce other improvements in cost finding.

COST SUMMARY

BUFFALO SERIES K2

EXPENSE ITEMS BY GROUPS FOR MONTH OF.................................... ...191......

Building Expense: Rent (or interest and profit on investment)		
Heat		
Janitor		
Water		
Soap, Towels, etc.		
Toilet Expense		
Building Repairs, etc.		
Light (Sometimes distributed separately)		
TOTAL		
Light (If not put in Building Expense)		
Power		
Investment Expense: Interest on Plant Investment		
Insurance		
Taxes on Plant		
TOTAL NOTE:—Interest on investment is figured at ½ of 1% per mo., and insurance and taxes at one-twelfth of total for year.		
Replacement Allowance: Figured separately for each department. See inside of front cover.		
General Supervision:		
TOTAL		
Department Supervision: When one foreman or Ass't Superintendent has charge of two or more departments, write name under this head and divide salary between the departments affected in proportion to time devoted to each, or to the chargeable hours in each.		
Department Pay Roll: Must include wages of all persons engaged in productive labor in the department and also any other help employed wholly in department, as proof readers, copy holders, helpers, distributors, janitors, errand boys, etc. Department supervision may be included here, if there is no division of labor between departments.		
Department Expense: All expenses incurred for departments and not included under heads above. See inside of front cover for partial list of items.		

Commercial Expense and Shrinkage: *Interest on commercial investment		
Stationery and Supplies		
Postage, Telephone and Telegraph		
Packing, Shipping, Delivery, Messengers, Car Fares, etc. (when not charged to individual jobs or stock).		
Donations and Charity		
Federal and Corporation Taxes		
Organization Dues		
Spoiled Work		
Salesmen's Salaries		
Commissions		
Traveling Expenses		
Advertising		
Other Selling Expenses		
Discounts and Deductions to Customers		
Bad Accounts (not less than 1%)		
Office Column Total		
Any Commercial Expense not included above		
TOTAL		
*Commercial Investment as used above, includes the following items: Cash and Bank Balances		
Accounts Receivable		
Value of work in Process		
Stock carried in excess of undue accounts for same		
TOTAL		
Interest on above total at ½ of 1%		
The items here included under Commercial Expense are often divided into two or more groups and distributed differently, but (except in special cases) there is nothing gained by so doing. Except Spoiled Work, all expenses in this group are for the same purpose:—To make possible or promote the commercial operation of the plant, and to turn its product into cash at a profit. Spoiled Work really belongs in Department Expense, and should be charged to the department where it occurs. But, since there is always some spoilage which cannot be easily cared for in that way, a moderate allowance, (say 1 or 2% of the month's sales) should be charged to Commercial Expense, and any especially heavy items to their departments, in addition. Estimates on spoiled work are usually far too low. Some plants report an average as low as ½ of 1%, but that is very unusual. The average in the ordinary shop is probably over 2%		

DEPARTMENTS		OFFICE
Square Feet Occupied		
Units of Area (Sq. Ft.)		
Candle Power of Lights		
Light Units (C. P.)		
Horsepower of Motors		
Horsepower Hours		
Power Units (H. P. Hr.)		
Department Investment		
Units of Investment ($)		
Chargeable Hours in Departments		
Selling Price Per Hour		
Selling Value of Department Hours		
Non-chargeable Hours in Departments—Red Ink		
Building Expense Distribute on Area Units		
Light (sometimes included in building expense.) Distribute on Light Units		
Power Distribute on Power Units		
Investment Expense Distribute on Department Investment		
Replacement Allowance Per cent. on Department Investment		
General Supervision Distribute on Chargeable Hours.		
Department Supervision See note under Expense Groups		
Department Pay Roll (Not including above)		
Department Expense		
Total Department Manufacturing Cost		
Commercial Expense Distribute on Selling Value of Department Hours		
Complete Department Cost		
Department Cost per Chargeable Hour		
Average Hour Cost for months		
Percentage of Chargeable Hours		
Stock used $ lbs.		
Handling cost, per cent. , per cwt.		

No doubt this new form can be criticised in several particulars. I do not consider it at all perfect; but it seems to cover the ground and proves very satisfactory in use. It is as easily kept as 9H in any small office; for the parts of it one does not need are left blank just as with the latter. In fact, it is much more easily kept, since one has something to go by in compiling department and miscellaneous expenses. It has certain advantages over 9H for a shop of any size, and under any conditions where 9H could be used at all. It can be used too, without difficulty, in many plants where peculiar conditions must be provided for and where 9H would be wholly inadequate.

Perhaps someone will ask, "what is the matter with 9H?". It would take too much space to go into details. I will just ask the reader to take up 9H and look at the list of expense items, numbers 1 to 14. In how many systems, not kept by trained bookkeepers or accountants, do you suppose all operating expenses are entered under these fourteen heads? It can be done, yes. But I will venture to say that in thirty-five per cent of the shops using 9H all expenses are not entered each month, as they should be to get a correct cost.

The Cost Commission says, the printer should figure interest on his investment at six per cent per annum. But he does not do it when he uses 9H. He gets interest only on his department investment — on his plant. What about the hundreds of dollars he has invested in labor and stock on unfinished jobs, and what about the hundreds more in accounts receivable?

The printer pays for his labor in cash every week and it is usually some time before he gets this cash back in the payment for the job. Form 9H ignores all money tied up in this way and makes no provision for any return for its use. Why should one have interest for money invested in type or a press and not for that invested in wages and paper?

I will not, at this time, enter into discussion of the question of distributing what is commonly called general or overhead expense. It will be noticed that I do not use the Standard Uniform plan, neither do I use the "Denhamethods" plan; but so far as the new sheet is concerned, either the standard uniform plan or the "average hour-cost plan" can be used instead of the "sold-value-of-hours" (extended values) plan, if desired. I prefer the latter; but this sheet will permit one to use his own choice of methods and will adapt itself to almost any plant, large or small.

The second form shown ("Read This Before Making Your Summary") is a sort of instruction sheet which is pasted on the inside front cover of book containing summary sheets. We have not

READ THIS BEFORE MAKING YOUR SUMMARY

REPLACEMENT ALLOWANCE

This is more than just an allowance for actual wear of equipment. It should cover all cost of maintaining the plant at a fixed (or increasing) degree of availability for the requirements of its owner. The demands of one's business are constantly changing. From time to time, if the profit-earning value is to be maintained, it becomes necessary to make changes in the equipment. All this must be covered by the Replacement Allowance. When new capital is invested, it should be only for the actual enlargement of the earning capacity of the plant. Otherwise, the printer is consuming his capital and calling it profit.

The American Printers' Cost Commission, after careful investigation, have fixed upon certain rates of depreciation, which they tell us are as low as can be allowed with safety.

It does not follow that the full replacement allowance should be charged off from the inventory value of each machine or article. To do so, would unduly reduce the inventory value of machines which there may be no occasion to replace till worn out. The amount charged off the inventory, for wear and depreciation each year, should be figured independently of the replacement allowance.

The purpose of the Replacement Allowance (commonly termed depreciation) is to provide gradually for future contingencies, which are pretty sure to come in time, as well as cover loss by wear, etc. The purpose of depreciation charged off from the inventory is to cover loss of operative value which has already occurred. When the printer finds it necessary to discard a partially worn out machine, or sells it at a sacrifice, because of a change in the requirements of his business, the extra loss comes out of his inventory in a lump; but has been gradually provided for by the replacement allowance on his entire plant.

The rates agreed upon by the Cost Commission are as follows: Type, 25 per cent. per year on its original purchase price; stands, cases, stones, etc., 10 per cent; standard machines, like the well-tested makes of regular job and cylinder presses, cutters, etc., 10 per cent.

It is evident that the rate of 10 per cent. on standard machinery is rather low, when we consider how often nowadays a change of business requirements necesitates a change in equipment before machines are worn out.

The report of the Cost Commission was made several years ago, and fixes no rate on the many newer machines designed for high speeds or for complicated operations. There can be no question but that the rate for such machines should be considerably higher than for the old standard presses, etc., 20 per cent. would seem to be a fair rate for machines of this class, which are well past the experimental stage.

New machines, which have not been fully tested under actual shop conditions, are apt to prove unsatisfactory and be discarded in a few years; in which case they may have very little saleable value. It is well, on all very new machines, to allow 25 per cent. or more for replacement, until their value is established.

As a means of arriving at an approximately correct Replacement Allowance in each department, without tedious calculations, it will usually be safe to figure 1⅔ per cent. per month on the composing room equipment as a whole; and 1 per cent. per month on all other departments, if there are no high speed, complicated, short-lived or untried machines. Where such machines are found, allow 1¼ per cent. or more, per month, according to conditions.

DEPARTMENT EXPENSE

All shop expenses should be charged direct to their departments, so far as practical. It is manifestly impossible to enumerate all the items which may occur, from time to time, in the expense of the several departments. The following lists are for convenience only, and must not be regarded as complete:

HAND COMPOSITION

Proof Paper
Twine
Benzine
Lye
Ink
Rollers
Repairs
Brushes and Rags

MACHINE COMPOSITION

Gas
Supplies
Repairs
Metal Waste (3% of weight of matter set)
Paper and Water (Monotype)
Oil, etc.

JOB PRESSES

Rollers
Benzine
Repairs
Tympan Paper
Smut Sheets
Rags, Oil and Other Supplies

CYLINDER PRESSES

Rollers
Benzine
Repairs
Tympan Paper
Smut Sheets
Rags, Oil and Other Supplies

CUTTING MACHINES, OR STOCK

Knife Grinding
Cutting Sticks
Repairs
Oil and Supplies

RULING MACHINES

Inks
Alcohol
Repairs
Cleaning Blankets
Oil and Supplies

BINDERY—Finishing

Gas
Gold
Repair of Tools and Grinding
Glue, Paste and Supplies

BINDERY—Forwarding

Thread
Repairs and Grinding
Glue, Paste and Supplies

BINDERY—Girls Machine Work

Wire, Staples, Eyelets
Repairs
Oil and Supplies

BINDERY—Girls Hand Work

Glue and Paste
Thread
Folders
Supplies

FOLDING MACHINES, ETC.

Repairs
Supplies
Oil, etc.

A small allowance should be made in every department for miscellaneous materials and supplies of which no record can be obtained. All spoiled work of any considerable value should be charged to department expense, in the department where it occurs.

To make sure of getting all expenses into your monthly summary, a book of some sort should be kept, in which all expenses are entered and distributed by columns to the several expense groups and shop departments. This may be incorporated in the regular set of books, or may be an extra book kept for this purpose.

tried to make it complete, but have just touched a few points which are often not understood.

The Buffalo Master Printers Association has several other improved cost system forms. They were devised merely for our own use, but copies will be mailed to those interested, upon request.

EDW. GORMAN,
Secretary Buffalo Master Printers Association.

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When I Was a Reporter

By a Civil Engineer

Breaking into the newspaper business was, in my case, synonymous with being "broke," and constituted the most panicky period of my life. Never shall I forget those cub days, when it took a real financial genius to keep enough unpunched holes on the meal ticket. I had left college with world-changing ideas, which seem to accompany every sheepskin handed out from the domain of "high brows," and in the college journal had written prolifically of the higher pulsations of life. Armed with a bundle of these I applied to various city editors in a city which supported eight newspapers. Those who did me the courtesy to read them — I think there was one — said that they were too sophomoric, and a few other disagreeable things, but offered no other encouragement. I saw them all in rotation; and in the meanwhile my father at home was giving illustrated lectures to my younger brothers and sisters on the follies of a college education.

In utter despair I went to a newspaper man, who was one of the most eminent in the town, and poured out my woes. He listened kindly, then picked out a few sheets of copy paper and began to write. These he handed me, telling me to follow him. He introduced me to the city editor and said, "Give the kid a chance." Then he took me aside and told me the notes were to the various city editors of the various papers and to get busy and see them all.

This particular city editor, a rather kindly man, told me to report to all of them daily, and that I would get an assignment before long. It happened, however, that it was an exceedingly sluggish period in the newspaper world, and for thirty days I made the rounds. If persistence wins I should have won; but success was not camping on my trail as closely as I might have wished.

Finally on the thirty-first day the city editor whom I had first interviewed called me over, gave me a little slip and told me to cover the story. My heart and head began to gyrate and I inwardly whispered "at last!"

It turned out to be a ministerial meeting, dry in the superlative. I went back to the office and wrote a rather lengthy affair, thinking it of some importance, but it was boiled down to two sticks. It looked to me like "breaking into literature," however, and I read it over a hundred times or more.

But things were lining up in my favor, for during the following night two desperadoes, under sentence of death, broke jail, taking the warden's wife with them. Getting next to this in the morning, I went to the city editor who paid the best price and reported for work. He really was glad to see me and handed me the name of a minister who was connected with the case by having offered refuge to the girls of the desperadoes after their imprisonment.

I sought out the party and with a kindly smile he told me that he knew absolutely nothing. I went back to the city editor and reported that he said nothing. Then he told me to write about three sticks on it.

Writing three sticks on nothing looked rather hard to me and I tore up several sheets of copy before I dared hand one in. It went through and was printed in the "extra."

Well, they did not capture those fellows for three weeks, and I kept busy working on both the afternoon and morning papers.

It was in this city that my knowledge of Latin stood me in good stead in a peculiar way. A high prelate of the Catholic church came to the city on an official visit, and an interview with him was much desired by the city editor. It happened, however, that the church dignitary was not on speaking terms with the English language, and none of the reporters knew the prelate's native tongue, so that the outlook for an interview of any length or moment seemed exceedingly slim.

When I was sent to college, however, my parents had fond hopes of my entering the priesthood, and my education for a time was directed along that line. I therefore had more than the usual amount of Latin, and acquired considerable proficiency in conversing in the dead language. And so I jumped into the breach and went and interviewed the churchman, carrying on the interview entirely in Latin, much to the surprise of the interviewee.

Another dull period soon set in and I was in the depths of despair, when an editor pointed out to me an opening on a small weekly paper as reporter, and the chance of a steady job won me over. The pay was so small that I kept in touch with one of the city papers which had been very good to me, and handed in a little on the side. This small place was an industrial town, where every workingman worked for one concern, and afforded little in the way of news. An ice cream social was an event, and an arrest by the police force of one man, was an epoch. I hate to relate how I padded and invented, but with the assistance of some boiler plate I managed to fill the four-page sheet. Just think of the leading article under a four-line scare head, "Ice Cream Social on Prosser's Lawn," and the story giving the minutest details as to the fair and delicate hands of the damsels engaged in the labor of serving the repast. To cut a long story short, I lasted there three months. It was in the last month that I landed my first scoop for my city friend. Going through the town about dusk I met the village doctor, who informed me that they were going to sell a new town a few miles above at midnight. I waited to hear no more, but dashing to a 'phone I called up the city paper and told of my find. I was told to hop right in. Getting out my bicycle and borrowing the dark lantern from the chief and only police officer, I started.

I found many people on the ground who actually believed that the sale of lots would start at midnight, proclaimed by the boom of a cannon. Some were camping right on the stakes on particularly choice lots. My training in details down to the manufacture of ice cream and fancy cake bore fruit that night, for I let loose every metaphor I knew in describing the midnight birth of the new town, down to the details of clothes worn.

When I made my first report to the city editor, he told me to get on a wire which he had hired and telegraph the story. At 2 a. m. he told me that they would hold forms for more if necessary.

I did not sleep that night, but haunted the station for the first papers. There was my story, in the first two columns of the first page, with a continuation on the inside. I don't know how often I read it over.

My next adventure was in the West in a town of about 20,000. Through misadventure my funds had melted to twenty-five cents. It was a mining country and I thought seriously of getting work in the mines, but seeing the sign of a local sheet I thought I would give it a trial. I went in and introduced myself as an erstwhile pencil pusher, and was told that one of the men was sick and that they would be glad to give me a chance.

The other reporter on the paper had a mere bowing acquaintance with the English language, and the four stories and fake which I wrote made a hit. The editor was an eastern college man and we became friends, and through his influence I later obtained a very desirable position on the staff of a mining journal. One day he asked me if I could write up a musical story, telling me confidentially that his lady friend, whose father had made several millions in the mines, was returning from Europe, where she had been French and German polished in music, and was about to make her debut as a singer at the local "opery" house. I told him I could, and that I would do my very best. I obtained a description of the gown to be worn, kind of flowers, and the musical program. I wrote that story about three days ahead of time, but thought I had better go to the concert so as to get a little more atmosphere. I went, but had no reason to change my story. The catch phrases in the story were, "In its enthusiasm the audience fairly hurled its applause" and "She sang as if she thought the words rather than as if produced by human sound." Naturally I introduced some more effective properties describing the castanet in a little Spanish ditty.

That story launched me in society. I was requested to lecture before the young ladies' seminary, wrote the leading article for a new magazine just starting, received a personal visit from the debutante and her brother, was wined and dined, and one week later danced at the swellest society function. I believe had I remained in that place I would have married an heiress.

Speaking of matrimony reminds me of the time I worked on a middle western paper, my connection with it coming to an end very unhappily, as I shall relate. As is usual, there was a woman in the case. I had been in the town long enough to get well acquainted in a certain social set, and especially with one particular young lady. Gradually I got to spending more and more time at her home. The engagements there and on my reportorial work sometimes conflicted, but I managed to get out satisfactorily until this last occasion.

I was scheduled to report an address before the local branch of the W. C. T. U. on this particular evening; but as the attraction in the other direction was especially enticing, I sought out the lecturer in the afternoon and got a look at the manuscript of the address. Making a synopsis, with liberal extracts, freely interspersed with "applause" and other expressions of enthusiastic approval, I considered my duty done and sought the society of my fair charmer.

A heavy storm arose, however, and made it necessary to postpone the W. C. T. U. meeting. Unfortunately I did not take the trouble to find out if the affair went off according to schedule, but turned in my copy.

And next morning I enjoyed for a short time the delusion that I had made a "scoop," as none of the other papers had anything about the lecture. The true situation was soon forced upon my attention, however, and it became my painful duty to bid farewell to the young lady who had been the indirect cause of my decline in usefulness in the newspaper circles of the town.

My next adventure was in a southern city. It was during hard times and my own business not very prosperous. My front was not as immaculate as it should have been, but I thought of the Bohemianism of newspaper men and took a chance. There was an absence of that electric throb and action which marks the sanctums of northern papers. The city editors spoke with a drawl and did not need anyone. I asked for a chance but was refused. I next inquired if they would take a story if I brought one in. They told me they would see. From a friend of mine, who shared my misery, and incidentally was employed as a waiter, I learned that five university graduates were working in similar capacities in the same place. I saw a story and wrote it, weaving in my own dreary experiences in the course which I was taking in the university of hardknocks. That story was printed and secured a job for me. And I am happy to relate that it was my last period of extreme financial depression.

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"Greatest Asset, Love of Your Work; Greatest Achievement, Service"

"Go into debt if necessary, young man, in order to start in business — especially if that business is a country newspaper. Your greatest asset is love of your work; your greatest achievement, service." So said H. E. Childers to the students of the School of Journalism of the University of Missouri. And Mr. Childers should know, for he himself established a paper with $78 in cash and a debt of $650; and he made good. He has been editor and owner of the Troy (Mo.) Free Press for more than thirty years, and has recently moved to Columbia with his son to take charge of the Columbia Herald. He is ex-president of the Missouri Press Association and one of the half-dozen most powerful country newspaper men in the state. His son was the first student to be enrolled in the School of Journalism.

"The greatest ambition a man can have," said Mr. Childers," is to gather about him the largest possible number of real friends, and then to do as much as he can for them. When I call a man my friend, I pay him the highest compliment I know. I feel some pride in saying that after thirty years of newspaper work among them, of the 18,000 people in my county, there are only three who won't speak to me.

"'The highest service for the public good' is the motto Dean Mumford chose for the farmers at their banquet last week. That is the aim I have always had before me. A teacher may reach his own small classes, or the minister his congregation once a week, but even the country newspaper reaches an audience of five thousand day after day. Every public movement depends for its success upon publicity in the press."

"Simply a cog in the great wheels that turn out the paper" is the way Mr. Childers described a man's work on a large paper. "If he drops out, the next edition comes out just the same; he is missed no more than one of the innumerable cogs — not as much, for if even one of them is broken, the machinery must be stopped to repair it. Can any one of you tell me the names of the heads of the departments on any of our metropolitan dailies? No matter how high the position to which he rises on his paper, the fact remains that he is still only a cog in the wheels.

"For the opportunity for real service and for material success as well, no field of activity compares with the country newspaper. To work among friends, knowing each one personally, sharing their sorrows and their pleasure, is to do something worth while. No other profession offers such opportunitty for genuine service, the greatest and best thing in life."

Newspaper Students in Actual Newspaper Work

EUGENE, Oregon, is a beautiful city, situated on the Willamette River at the head of steamboat navigation. It is the county seat of Lane County and the seat of the University of Oregon. The population is about ten thousand but the copies of its morning paper, the "Register," which have reached this office, would do honor to any city of a hundred thousand population or more.

The issue of February second was gotton out by the students of the School of Journalism of the State University and consisted of twenty-four pages of the full seven column size. It certainly did honor to the school, and had there been no information to the contrary, we do not believe that any outsider would have thought other than that the issue was gotten up by the regular newspaper force. Of course, the students had the advantage of the regular mail and telegraph news service of the paper.

The amount of advertising carried for a paper in a city of the size of Eugene is remarkably large. The other daily of the city, The Daily Guard, has consented to turn its plant over to the students on some day during the second semester of the school year, and, certainly, can do this with perfect confidence.

This opportunity to come right up against actual newspaper work is a good thing for the students, and judging by this students' number is equally good for the publication. One thing is noticeable in this issue,—the schools receive large attention and this is a good feature of any newspaper, for all the people are directly interested in the schools and in their proper conduct and progress and especially in the equipment for life given to the students and the characters formed therein. The impetus that the schools give toward all progress counts very much for the well-being of the city and state.

All worthy newspaper makers, who look forward to such improvement in the profession of journalism as will bring all possible efficiency, influence, respect, usefulness and success, will be interested in the following statement of the students after four and a half months of instruction:

> The Morning Register today is edited entirely by college men and women from the University School of Journalism. All local news has been gathered by students, and the entire make up of the paper in all its departments is a practical application of four and one-half months' training in college journalism. Four and one-half months is a short apprenticeship for the newspaper profession, and with only this training it is a compliment to the university department to have its students placed in entire charge of a newspaper plant of the scope of the Register. This is the first attempt on the part of most of the students in practical newspaper work, and it comes as a final examination closing a semester study of the principles and intricacies of newspaperdom.
>
> The staff has been selected from the sixty students enrolled in the department, more with the idea of organizing and facilitating the work than to confer any special honor or to recognize individual importance. Perfection is aimed at but not expected. We realize we still have a great deal to learn, but if this edition should present no glaring contrast of inferiority to the regular issues, the university department of journalism and each student enrolled, will experience a feeling of complete satisfaction.
>
> We expect criticism and we intend to profit by it. To the readers of the Register we submit our best work fearlessly, and with the inward assurance that your criticism will be fair and reasonable. You are our examiners. As student editors of this issue we seek to confirm the trust in the practicability of a college newspaper training, and in doing so we express our most sincere thanks to the Register for our first opportunity.

The work before the journalism students which will follow later in the college year, includes more actual newspaper experience of a nature similar to this. During the second semester the Daily Guard has also kindly consented to turn its plant over to the college journalists, who will be given charge of an edition of the evening paper.

A Statement by Instructor Allen to Newspapermen

It should go without saying that this issue of the Register is intended in no sense as a model of what a newspaper should be. From first page to last it is the work of immature students who have completed only four months of a course that is planned to cover three years. Students selected the material, wrote the "heads" and "covered" the local news. This they did, not under the supervision of the university department of journalism nor of the regular staff of the Register, but directed by their own organization, itself composed of students.

This issue is intended as a frank exhibition of what these young people are able to do in a field in which they have had virtually no practical experience. It constitutes their "examination paper" for their first semester's work, and is therefore a record of both success and failure. Some will have demonstrated their unfitness to pursue further their studies in the department of journalism; some may show indications of an ability worthy of further development.

The newspapermen of Oregon are invited to examine this issue with a view to comparing it with future student editions which it is hoped will mark successive stages of improvement. This is only the starting point. The Eugene papers have been most generous in furnishing the university with the use of their plants as a "journalistic laboratory." Next semester's examination will be a special edition of the Daily Guard, the evening paper, the use of whose plant is generously offered by Messrs. Fisher and Finneran, the proprietors.

Examination papers are usually withheld from public inspection, with a view to shielding the failures of the unsuccessful from unkindly comment. In preparing students for the great profession of publicity it seemed appropriate, however, to adopt the opposite course. It seemed well, also to take the newspapermen of Oregon into partnership in this enterprise so that they can clearly mark the progress of the work from year to year. Critics are only asked to bear in mind the youth and inexperience of the "editors" and "reporters." Helpful and constructive criticism is invited.

The gratitude of the University of Oregon's department of Journalism is due to the generous kindness of the proprietors of the Register and of the Guard, and of the hundreds of editors throughout the state who are aiding in this new work.

ERIC W. ALLEN,
Instructor.

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ADVERTISING YOUR COST SYSTEM

There is a printer up in Ohio who has a cost system and advertises it, instead of hiding it. He is using it as an instrument to get business as well as make money, with telling effect. A while back he ran a full-page ad. in the country paper he publishes, part of which is so good we recopy it:

"The .... Printing Company wants all of your business it can get, and take at a profit. So on every job it figures its material and time costs and you are charged accordingly. If you want estimates, we give them, and the estimates contain all the contingencies — don't forget that. When we can't make a little money on a job — we'd rather lose it, for the reason that we'd rather owe money to a bank than owe it to every Tom, Dick and Harry who would give us a line of credit for ink, paper, machinery, rollers, or what not. Wouldn't you?

"The printing business is slowly but surely growing away from the 'good old days' of the clan.

"Then there were two formulas, one for the 'close buyer' and the other for the 'friend of the house.' The formula for the first was 'Get that job,' and for the second, 'Soak him, Louie.' In the end — the printer either made a little money — he couldn't say where — or the sheriff distributed the type. It was either a feast or a famine — according as the Fates ordained — for the printer was but the child of Chance.

"But today — many printing offices are run on a business basis. Ours is among them. You can hardly have a more exhaustive or complete cost system than we do. This cost system isn't cumbersome — it's almost automatic now. Some are paying us more for their printing than they did a year ago — some less — but everyone pays what his work is worth to us."

We predict that chap will make real money and hold his customers by the open stand he takes. Isn't there a lesson in this country printer's advertisement for some of us fellows in the big cities? — Ben Franklin Monthly, Cincinnati.

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HOW EDITORS GET RICH

After a great deal of worry and study we have at last figured out how so many country editors get rich. Here is the secret of their success. There is a child born in the neighborhood. The attending physician gets $10. The editor gives the loud-lunged youngster a great send-off and gets $0. It is christened, and the minister gets $5,and the editor gets $00. It grows and marries. The editor publishes another long-winded flowery article and tells a dozen lies about "the beautiful and accomplished bride." The minister gets $10 and a piece of cake. The editor gets $000 and a request to carry the groom's subscription account another year. In the course of time she dies. The doctor gets from $5 to $100, the minister gets from $5 to $100, the editor publishes a notice of death and an obituary two columns long, lodge resolutions, a lot of poetry and a card of thanks and gets $0,000. No wonder so many country editors get rich.— Exchange.

The Daily Newspaper

By Louis Wiley, Business Manager New York Times — An Address at New York University

I HAVE been asked to speak of the daily newspaper. The principal function of a newspaper is to bring the whole world in communcation and to make men know one another. In this country, made up of so many elements, the newspaper's duty is to give the truth about all these elements, so that there may be a common understanding and better knowledge.

The efforts in many quarters to codify the rules and principles by which journals are made and journalists are guided are deserving of high praise. The ultimate tendency of such efforts will be the development of journalism on a higher plane. Given the desire to embark on a journalistic career, the art of navigating the bark so as to steer it according to fixed principles, is one of extreme importance and one which will, in due course, commend itself to the best intellects in our universities.

The progress of the country depends upon our knowledge of the conditions that surround us, and this information is principally supplied by the daily press. It is a common habit to deride the newspapers for their inaccuracy and carelessness, and yet, careless and inaccurate as they sometimes are, they form the principal dependence of men and women for their daily conversations. The newspaper is an intimate and indispensable part of our lives and it seems amazing, taking into account the haste with which newspapers are prepared, that there are not greater faults. A large part of the errors in newspapers is due not so much to carelessness and want of judgement in newspaper offices as to the carelessness and want of judgement of informants, who are frequently the representative men in the community.

An important function of the newspaper is to put us in touch with the rest of the world. Rivers and mountains do not divide peoples today as they did formerly. There is no place on earth where men are making a fight for truth and justice that we do not know of it through the newspaper. If tyranny strikes down the weak we hear of it, and we pass judgment upon the tyrant. The newspaper is the interpreter of the peoples of the earth, and it makes for mutual understanding between men. One of the dangers that attend the making of a modern newspaper has its source in human nature itself. It is the craving for sensationalism. People love to hear of things extraordinary and startling — they like to be thrilled. Newspapers often fall into the habit of giving the people what they want — of thrilling them. Things that really are not of much importance receive a great deal of space with flaming headlines.

On the following day the reckless newspaper denies what it printed the day before, and that makes another sensation.

The newspaper that wins a permanent place is the newspaper that prints the best and important things on the first page and leaves the inconsequential and frivolous for its other pages or omits them altogether. The best newspaper is that which makes the most effort to verify reports.

Newspapers which cultivate the spirit of hatred impair their influence. Newspapers sometimes show too much animosity. This frequently creeps into the discussion of political questions. It is a spirit to be deprecated. The newspapers of the country are in a better position today than at any other time. They are less dominated by speculative and political interests, and they strive to enlighten their readers rather than mislead them.

Napoleon, who was a great admirer of the press, issued a code in which he gave a list of things about which they might tell the truth. It is a great factor in our present civilization that newspapers usually tell the truth about everything. It is because they do this that they are harshly criticised. Much of the condemnation of the press is from well-meaning persons who think that newspapers are imperfect because they report crimes, divorce cases and similar scandals.

Society does not condemn the destroyers of homes of other men until the fact gets into the newspapers. Publication in such cases is a salutary check and conveys a moral lesson.

The Future of the Newspaper

The future of the newspaper as an engine of popular instruction and usefulness is full of promise. In every school throughout the country children will be taught that it is the best exponent of modern history, and thereby editors will have cast upon them a responsibility the gravity of which they will not be slow to appreciate. No man of decent impulse sets out to undermine the intelligence of the young, to misdirect the dawning intellect, to turn the child's thoughts in wrong directions. The educational effect to newspapers will be enhanced, multiplied a million-fold when every boy and girl will study some newspaper in company with the grammar, the arithmetic, and the standard reader.

Waldo F. Warren thus describes the ideal newspaper: "It is the home newspaper. It is a paper which is so filled with good thoughts for every member of the family that it finds a warm welcome wherever it goes. It is free from crime and scandal and unwholesome things. It takes more pride in the quality of its circulation than in the mere quantity. It is not boastful nor too much given to finding fault. It wins the confidence of the people by its simplicity, honesty, purity, and progressiveness. It handles the news of today in a manner which appeals to the better class of people and to the better nature of all people. It emphasizes the hopeful features of the news rather than the distortant ones. It has a permanent location for its special features. It is an authority on whatever it undertakes to exploit. It has a reputation for correctness. It regulates its advertising pages by reasonable requirements regarding display and illustrations, so that the page represents a pleasing whole."

Henry Ward Beecher once said, "We are growing; and it is not a matter merely for pride. It is certainly a matter of congratulation and boasting that we are becoming so strong in riches and so vast in territory and so mighty in population. But there are dangers which come with these increments. We must keep open, therefore, every channel of intelligence. An ignorant man is a dangerous man. It is in the dark or unswept or unwashed places that vermin breed. Where the broom and the sun come there come no vermin."

How essential, therefore is it that nothing that checks the opportunity for the dissemination of intelligence should be encouraged. There is too much impatient criticism of the press. The daily newspapers have many blemishes, but on the whole they are the most powerful agency for public good.

There has always been a fascination about journalistic work that has recompensed many a beginner for the struggle, disappointment and heartburning which have ever accompanied the development of the newspaper man. Whether the fault has been with the stern and unrelenting editor or with the literary aspirant will never be decided. But journalism has never been a close corporation, and the various schools, notably the one in your own university, flourishing today, are calculated to open its doors still wider.

It is certain that young men, eager to enter the newspaper field, will come the better equipped for the education and training given by skilled experts.

What makes a newspaper great and in the highest sense successful? The foundation is plainly the confidence of its readers, the respect of the community to which it appeals. It comes of many renunciations, of withstanding the allurement of immediate advantage, of principles clearly formulated and unswervingly adhered to, of ideals religiously cherished and never abandoned. When a newspaper conforms to such principles, when it is guided by such ideals, when conviction goes every day into its making, and when to all these, illuminating and vitalizing all these, brains are added, the newspaper that is the fruit of this blending will inevitably enjoy the confidence, the respect, and the patronage of the community it serves.

AMONG THE ASSOCIATIONS

IN UNITY IS STRENGTH

ACTIVITY among editorial and printers' organizations will be in evidence during the coming months, and arrangements should be made for proper attendance on the National Press Association at Colorado Springs, June 17 to 19, inclusive. It will be a great occasion and all press organizations should be represented.

* * *

D. W. Norris, Jr., of the Marshalltown Times-Republican, is the new president, and W. G. Young, of the Cedar Rapids Gazette, secretary and treasurer of the Iowa Associated Dailies, that recently met at Des Moines, Iowa.

Free notices as related to baseball games, theaters and automobiles were discussed.

Mr. Keely of the Chicago Tribune claimed that his paper did not allow a line of free notices to advertisers in his paper, and stated that all that was given to theaters and baseball games was given as news for the people, in full recognition of the fact that in the field covered by the paper one hundred thousand people attend baseball games and fifty thousand the theaters daily, and that these are all interested in the news connected with the theaters and ball games, including stories as to the actors and ball players.

Libel laws were considered and it was stated that Iowa, next to Texas, has the worst libel laws of any state in the nation. However, owing to a prejudice against newspapers among many politicians, it was not thought wise to ask legislation for newspapers as a class. The danger was that legislators, thinking that they had a grievance against the press, would take advantage of any new legislation introduced favorable to the press, to add amendments that would result in enactments more injurious to the press than are existing laws. The matter of legislation was left to a committee, with power to act.

Other questions considered were enactments as to compensation for injuries to employes, union labor matters, and the effect of partisan politics on subscription lists.

Entertainments tendered by the Des Moines papers were such as not to interfere with business. The next meeting will be held in Cedar Rapids.

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KANSAS EDITORS

Unabated interest, activity and growth were in evidence at the twenty-first annual convention of the Kansas Editorial Association in Topeka. Thirty new members were added. Committees were appointed on resolutions, credentials, memorials, laws of association, legislation and auditing, besides a historian. The following topics were presented in papers or addresses:

"Publicity and Politics," Charles F. Scott of Iola; "The Jayhawker Press," W. T. Morgan of Hutchinson; "A Wail of Women," Margaret Hill McCarter of Topeka; "The Boys at Home," W. L. Brown, speaker of the house; "The Shorn Lamb," Sheffield Ingalls, lieutenant governor of Kansas; "The Editor and the Pen," Thomas W. Morgan of Ottawa; "The Editor's Wife," Ewing Herbert of Hiawatha; "The Press and Public Policy," Governor George H. Hodges.

"Making a newspaper is an art," declared H. G. James of the Independence Reporter, in speaking on "Sentiment in the Publication of a Newspaper."

"Building an engine or constructing a palace is a trade," he said. "Practicing medicine or propounding the law is a profession. Preaching the gospel is a calling, but the making of a newspaper is an art.

"The ideal newspaper man must feel the sympathy of the minister, the concern of the physician, the solicitude of the lawyer and the responsibility of the financier toward the public in all its various moods and interests, and at the same time the righteous indignation of a guardian toward those who transgress or violate the just laws of society.

"The succcessful newspaper — I mean successful in its highest interpretation — is necessarily controlled by a sentimental nature, and the more pronounced this sentiment the greater the degree of success.

"Business in newspaper work does not demand a college education. It does not require a great financial backing. It does not comprehend as a prerequisite a genius for politics or popularity, though the value of these cannot be overestimated, but it does demand a fine sentimental instinct that seems to 'wire up' the possessor in sympathetic touch with all classes of mankind."

A Wide Sphere

"The man who conducts a newspaper for 'revenue only' is a failure. The sweep of thought is boundless. The sphere of the newspaper with a mission is as wide as the universe."

This paper was discussed by R. P. McColloch of the Anthony Bulletin and John Redmond of the Burlington Republic.

"Adopt the pay-as-you-enter system" was the advice of Fred Cook of the Jamestown Optimist, who spoke on "Cash In Advance on a Country Newspaper." "Stick to it. Work at it morning, noon and night. Get cash in advance, and your dreams will be undisturbed and your days will be balmy and pleasant."

Among those who discussed this paper were Asa Converse of the Wellsville Globe and R. P. McColloch of the Anthony Bulletin.

At the last session of the convention the following papers were read: "The Student Journalist," Merle Thorpe, dean of the Kansas University School of Journalism; "Watching the Business End," J. T. Moore, Pittsburgh Headlight; "Newspapers and the Boosting Game," J. F. Jarrell, publicity agent of the Santa Fe. A discussion on the "Cost System" was led by H. S. Neal of the department of journalism of the State University.

An interesting hour was enjoyed when a number of newspaper men told of early days in Kansas newspaper work. Among those who spoke were: W. A. Morgan of Cottonwood Falls, J. M. Cavaness of Chanute, Adrian

Reynolds of Neosho Falls, and T. A. McNeal of Topeka.

The new officers of the Kansas Editorial Association are as follows: Charles S. Finch, the Gazette, Lawrence, president; E. E. Kelley, Republican, Toronto, vice-president; N. P. Cretcher, Sedgwick Pantagraph, corresponding secretary; H. E. Bruce, Marquette Tribune, recording secretary; Glick Fockele, Leroy Reporter, treasurer.

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President Wilson attended a luncheon of the New Jersey Editorial Association in Trenton. At the meeting it was decided to change from "Editorial" to "Press" in the name. Senators and congressmen of the state were asked by resolution to favor an amendment to the parcel post laws to admit books, job printing matter, circulars, calendars, in bulk, to the parcel post at the regular merchandise rates. Chester Lord, managing editor of the New York Sun, was one of the honored guests.

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The owners of sixty weekly papers and job printing offices met at a Ben Franklin club in Northern Iowa the latter part of January and earnestly discussed job printing prices and the advertising situation. There was a spirit of progressiveness manifested. Naturally advertising rates and the method of securing advertising came up for consideration, as did, also, the best means for entering the foreign ad field.

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Webster City is the place of the next meeting of the Upper Des Moines and Corn Belt Editorial Association on March 12 to 14.

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INTELLECTUAL EQUIPMENTS FOR REPORTER

"There are many requirements in the equipment of a good reporter, and most of them can be supplied as precisely as the intellectual equipments of a good lawyer and a good doctor can be supplied — by courses of study. But, to carry the parallel one step further, in the case of the reporter, if he is finally to be assigned to the best story of the day, college education must be supplemented by practice, observation and an acquired knowledge of a story's value — a 'sense for news,' as we call it in shop talk.

"I should say that a reporter should cultivate curiosity. He should always be disposed to annex a fishing excursion, so to say, to every assignment he covers. A few more questions related to the subject of the assignment, but suggested perhaps by the character of the person he is interviewing by his business or profession, the place of his residence, such of his history as may become known — a few questions of such sort may unearth something which, to the eye of the reporter capable of seeing a story, enables him to return to a delighted city editor with more and better stuff than he was sent out to bring in. That is where your big stock of general information helps. The reporter who affects to be bored with the story he is on, brings in a boresome story."—Edward W. Townsend, before Missouri School of Journalism.

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PRETTY NEAR THE TRUTH

"How is the new filing system? Success?" asked the agent of the merchant to whom he had sold a "system" a few days before.

"Great!" said the merchant.

"Good!" said the agent, rubbing his hands. "And how is business?"

"Business," echoed the merchant. "Oh, we have stopped business to attend to the filing system."

South Dakota Editors

Hold Best Convention in History of the Association

SOUTH DAKOTA editors have always maintained the reputation of being "a live bunch" and they continue to make good. "Whatsoever thy hand findeth to do, do it with thy might" is a mighty good motto for every newspaper man and there is nothing that deserves greater zeal and earnestness then meetings of editors to confer as to the calling of newspaper-making and its obligations and service.

Clippings from these excellent daily papers, the Sioux Falls Argus-Leader, and the Daily Press, sent us by Secretary Schlosser, tell the interesting story of the recent convention at Sioux Falls, February 6 and 7.

The Argus-Leader gave the following brief history of the organization:

History of the Association

The South Dakota Press Association is one of the oldest organizations in the state. While several district meetings had been held previously, the first state meeting according to the records, show that the organization was perfected at Huron in 1882, when John Cain, then editor of the Huron Daily Times, was elected president. The following year the association met at Watertown, where General S. J. Conklin was elected president, and George Schlosser, now of Sioux Falls, secretary. General Conklin served as president until 1886, when at Aberdeen, Augustine Davis, of the Daily Huronite, Huron, was elected president. George W. Hopp of the Brookings Press was elected in 1889, and N. C. Nash of the Canton News in 1891. He was followed by Thomas W. Bishop of the Volga Tribune, who served until 1892, when John Longstaff of the Daily Huronite, Huron, was elected. In 1894 J. E. Patten of the Salem Special was elected president, and, in 1895, J. D. Reeves of the Groton Independent was chosen president. In 1896 T. B. Roberts of the Armour Chronicle-Tribune was elected, and in 1897, L. J. Bates of the Lake Preston Times became president. Glen M. Farley of the Madison Outlook, was elected president in 1898, and he was followed by Henry S. Volkmar of the Milbank Review in 1899. J. F. Halladay was elected president in 1900 and T. W. Taubman of the Plankinton Herald in 1901. Charles F. Allen of the Brookings Press was elected president in 1902, and Harry Wentzy of the Pukwana Press-Reporter was elected in 1905. He was followed by Charles F. Hackett of the Parker New Era, in 1906, and W. R. Donald of the Britton Sentinel in 1907. R. E. Dowdell of the Artesian Advocate was elected president in 1908 and Charles M. Day of the Daily Argus-Leader, Sioux Falls, in 1909. In 1910 W. F. Bancroft of the Public Opinion, Watertown, was elected and in 1911, Len V. Doty of the Times-Record of Doland was elected president. Charles McCaffree, of the Howard Press was elected president at the annual meeting held at Yankton in 1912.

George Schlosser of Sioux Falls was the first secretary of the association, serving for a number of years. He was succeeded by J. F. Halladay of the Iroquois Chief, and when Mr. Halladay became state auditor Glenn M. Farley of the Madison Outlook became secretary. Upon Mr. Farley's removal to the coast, John T. Cogan of

Sioux Falls was elected secretary and served seven years, after which J. F. Halladay of the Iroquois Chief was elected and is now serving.

The address of President Charles McCaffee was replete with good and wholesome thoughts and suggestions and we are printing it as part of the proceedings but do not want it to receive less attention than if printed separately and we are going to give more than usual space to the proceedings in the belief that most of the matters contained therein will be of value to the members of other associations and of general interest to newspaper publishers.

The most important doings of the morning session according to the Daily Argus-Leader, were the election of the officers and of the delegates to the National Press Association convention, at Colorado Springs, June 17 and 19.

The following are the new officers:

President—Hans DeMuth of Sioux Falls.

First Vice President—W. C. Lusk of Yankton.

Second Vice President—Robert Schaber of Hudson.

Secretary—F. J. Halladay of Iroquois.

Treasurer—John Widlun of Viborg.

Executive Committee—The president and secretary, together with M. M. Bennett of Yankton, E. B. Yule of Alexandria, Mrs. Nana Giblert of Salem.

Delegates to the National Press Association: George H. Grace of Lead; W. C. Lusk of Yankton; C. F. Hackett of Parker; John Stoner of Edson; Thomas Ryan of Elk Point; Frank S. Mease of Madison; Charles Mc Caffree of Howard; Mrs. Lydia Eastwood of Watertown; P. F. Leavens of Flandreau; Charles Hartsough of Marion; Clate Tynan of Kimball, Charles M. Day of Sioux Falls.

W. C. Lusk of the Yankton Press and Dakotan, talked on "The Methods of Increasing the Influence and Value of Our Association," which was followed by a discussion taken part in by E. B. Yule of Alexandria and I. D. Aldrich of Big Stone.

B. C. Dow, business manager of the Argus-Leader gave a most concisive talk on "Is It Good Policy to Give Premiums with Subscriptions." It was expected that this address would bring out a heated discussion, but owing to a change in the program the discussion took place before the address. That is the subject was discussed both ways before Mr. Dow gave his talk and at the close of the talk other matters were taken up.

Charles McCaffree followed with his annual address which was as follows:

President's Address

We who publish newspapers have an opportunity, a responsibility and a privilege.

Our orators of reputation will perhaps draw an average audience in the state of two or three hundred people and feel elated if the number is not less.

The Newspapers' Audience

The better country newspaper weekly addresses an audience of 5,000 to 6,000. Think of it, and of the best quality there is. Usually it is reached under the most pleasant circumstances, when the mind is open, when prejudice is laid aside. A person seems less guarded and suspicious, most susceptible in mood when in the midst of the familiar surroundings of home. A picture of your audience will show the head of the family tilted back in an easy chair with his gray socks headed for the hard coal, "ma" comfortable in a rocker after slipping three or four books with which she is trying to 'stay' the retreat of a retiring waist line, the future voters, the cat, the rising buckwheat and like home comforts all amiable. There is your audience at its best for clear thinking, and it refuses to take orders. There is where a lot of our problems are decided day by day. Often we don't know it till the next campaign.

Opportunities

What is our opportunity; are we living up to it? Do we lead out into the plains of beautiful thought. Or are we like the young Pennsylvanian who tired of his stony little farm and wrote to a relative in Canada for a job? He was promised one in the oil fields if he would prepare himself for it. So he went to college and learned all about the eocene and pleocene and unseen periods in the preparation of this earth; how the great forests grew; how they became coal and oil; in fact he learned all he could about oil. Then came home, sold the farm and went to Canada. The purchaser of the farm had to look after watering his cattle and found the young man had placed a board slantwise in the creek to push aside a scum on the water through which the stock refused to drink. He had the scum examined by the state chemist who pronounced it coal oil, and that farm has made several millionaires.

Fearlessness

The thought is driven home to me that what most of us need is not the how or what, but the fearlessness and the adequate self value to put our best character into our work.

The publisher who has been serving a constituency year after year — if he has at all met his opportunity — has inspired a trust and acquired an influence. Only occasionally does he get an indication as to how potent for good it may be. Its existence will be readily granted.

Responsibility

Then we must face the responsibility of what shall be done with it. A large class of interested and the most susceptible readers are children, and further, we would have few newspapers if it were not for the women readers. Can you get away from the responsibility of keeping your columns clean, keeping from them anything which would bring a blush to any brow or start a train of evil thought?

Cleanliness

We know that certain vulgar and suggestive articles sometime appear in good newspapers and we have to admit they help sell the papers. Catering to the somewhat lewd probably proves profitable. Logically it cannot be defended. I cannot view it other than violating a moral law for gain and there is too much a similarity to violating a statute law for gain which no one attempts to defend. It seems as if there is a desire growing for a vulgar class of literature. Evidences will occur to any mind, I think. Seeing a favorite South Dakota newspaper on an Omaha news stand one night last summer. I stepped in and finding the proprietor an intelligent young fellow had quite a little visit with him. Noting a stock of the pamphlets which emanate from East Aurora, N. Y., I remarked: "I suppose you find good sale for this snappy stuff." "Yes," he replied, "but the great demand, which I can't begin to supply, is for 'French' novels and that class which cannot go through the mail. Why if I could get enough of it I could make my fortune."

There is a demand for it but, in the light of our responsibility, we cannot honestly cater to it.

Responsibility as to Advertising

Then there is a responsibility as to the character of advertising which shall be placed before the reader.

Many papers are guaranteeing the patrons of their advertisers against loss in dealing with the advertisers. We have no right, I firmly believe, to carry an ad for any firm whose worth to the patron we question. It would seem as if our patrons should be permitted to trust our advertisers because their advertisisements appear in our columns. We want to get to the position where such a case as that apples ad mentioned yesterday could not appear, not because we questioned the pay for the ad but because we questioned its worth to our readers. Some of us perhaps have not the ability to do a great deal of good with our papers but anyone may do a vast deal of harm. Let us fight a good fight and keep the faith.

These matters were covered so much better yesterday than I may hope to handle them that they would all be avoided but for the time honored custom that the president should express some sentiment and the printer really desires something to put into the proceedings, it is published by the page.

As I get to the privilege of publishing a South Dakota newspaper we may all become enthusiastic. A prominent Iowa editor who attended the yesterday afternoon session, remarked they hadn't men of such ability at their gatherings in Iowa. Of course not, they don't have them anywhere else. We could from our number furnish the state both senators, three congressmen, officer the state house and every postoffice in the state with a high character and efficiency which has not always obtained. It is sad we are too busy to take the jobs.

High Character of South Dakota Editors

A publicity expert made a significant remark in my hearing concerning an editor who was desirous of the postoffice appointment, but whose friends thought he could not get it. The remark was "if he has been running his paper as he should, the public would not allow anyone else a chance at the postoffice."

Privilege of Editorial Service

But it is a privilege worth the ambition of a good man to know that all about the home country are honest, intelligent men, women and children looking to the editor for ideas in government, of home and neighborhood improvement, of better education and cleaner, more happy life. It is a privilege to know we may give our readers some impetus for these better things. We may do it in our seemingly small fields and who knows the value. A cup of cold water may prove of greater worth in the final analysis than all the wealth of India.

It is a privilege to have a hand in building a great state and no other force has had so much influence as the papers. They have boosted in its development, they have counseled in its growth. They have brought new citizens and improved the old. Our papers must at this time address nearly as many outside readers as the present population of the state. A half million readers absorbing the South Dakota spirit from the sparkling newspaper columns means a mighty influence whose wave does not reach its crest till the children who are feeling it now are located for themselves. We are privileged to carry the good tidings and to assist citizens of the future to people our 5,000,000 acres for sale by the state which need only the settler to bring them into productiveness, to improve the cultivated farms which would support several times the present population with equal returns, to pierce the bosom of the Black Hills where wealth beyond the estimate of any man awaits the engineers and machinery to place it in the market places of the world, to harness our streams which have possibilities for turning unnumbered wheels of manufacture.

Spirit Better

The spirit of this meeting seems to be better than ever before. I know it is going to spur many of us to better effort and greater good. As I said it is a privilege that we may join in building a great state and no one else may so truly be state builders. The invitation to help us work out a great destiny will be emblazoned where all the eager and vigorous and ambitious may catch the message.

The election of officers followed. C. M. Day of the Argus-Leader presented the name of Hans DeMuth of Sioux Falls as president. There was no opposition, and the nomination was seconded from practically every part of the hall and Mr. DeMuth was elected unanimously as were also all the other officers. The election of Mr. DeMuth was a bouquet to the foreign members of the association that an editor of a paper printed in other than the English language had been honored by being elected president of the association.

Mr. DeMuth, who has been off a sick bed but a few days, and still in a weak condition, made a short but pointed response to his election.

At the afternoon session there was some business transacted and a number of short talks. The first thing considered was the report of the committee on resolutions and their report which was as follows, was adopted after some discussion:

Resolutions

We, the members of the South Dakota Editorial Association, in the regular mid-winter session offer the following:

Resolved, That for the delightful time afforded by the local newspaper fraternity and the Commercial Club, especially for the evening's pleasure at the Symphony Orchestra concert, and other courtesies shown us, we express our sincere appreciation and gratitude.

Resolved, That it be the sense of this association, that more attention be given the editorial utterances, with the object in view that the average country newspaper be made a greater force by uplifting the community in which it circulates.

Resolved, That we favor the passage of senate bill No. 144, introduced by Senator Harris, which has for its object the repeal of the "Curtis Pamphlet Law."

Resolved, That we condemn the practice of jobbers and manufacturers entering into competition with the local printer.

Resolved, That we commend heartily the work being done by our legislative committee, and that we pledge to it our moral and financial support, to assist in carrying out the plans for securing legislation beneficial to the printing industry of the state.

Resolved, That we give our indorsement to the house bill, No. 168, introduced by Representative Hawley of Minnehaha county, making it a misdemeanor for a firm, or merchant, or corporation to misrepresent wares in advertising.

Resolved, That it is the sense of the association that its members be less partisan in the discussion of political and economic questions.

Resolved, That in the death of Col. Arthur Linn, of Canton, this association has suffered an irreparable loss, and be it further resolved that we extend to his aged widow our sincere sympathy.

Resolved, That we as an association indorse the bill introduced by Representative Nelson of Lincoln county, that has for its object the prohibition of the operation by a person in the state of intoxication of an automobile or motorcycle on the public highways, under penalty.

Resolved, That we, as an association, endorse what has been done by the immigration bureau of our state in its effective work during the past two years and favor of its continuance with increased appropriation.

Resolved, That we extend to our retiring worthy president, Charles McCaffree, and to our secretary, J. F. Halladay, our appreciation of their efforts toward making the mid-winter session of 1913, the best editorial meeting ever held in the state.

G. H. GRACE, PAUL DUTCHER,
ROBERT SCHABER, MARK BENNETT.
H. B. TYSELL, Committee.

The last hours of the meeting were taken up with a report of the legislative committee and discussing several important points brought out by this report.

Of the first day's session the Sioux Falls Daily Press gave the following most interesting outline:

Sioux Falls is in the hands of the newspaper men. Every incoming train to the city brought editors to the mid-winter meeting of the South Dakota Press Association yesterday and the attendance will be augmented by arrivals this morning.

At two o'clock in the afternoon the association convened and held the most successful and interesting business session ever held. The meeting was called to order by President McCaffree of Howard and the following were electel to membership: Fred G. Reeve of the Miner County Democrat, G. E. Sampson of the Western Newspaper Union, S. B. Averill of the Sioux Falls News and Hardy Carlson of the Volin Advance.

Miss Gertrude Walker of the Bruce Herald read an interesting paper on "The Editorial Page of the Country Weekly" which proved intensely interesting. A tinge of humor was apparent in several places which was heartily enjoyed.

After Miss Walker's paper five minute talks were indulged in on the subject, "Does It Pay to Conduct Piano or Premium Subcription Contests?" The first was by F. L. Mease of the Madison Sentinel who spoke the allotted time in favor of such a campaign. O. W. Dingman of the Centerville Journal who is especially well posted on contests as he has conducted three, spoke, and the trend of his argument led to the belief that he is fairly well satisfied with the result of such contests.

Paul Dutcher of the Brookings Register was another speaker whose advice was opportune as his paper is now conducting a subscription campaign. He announced that the result so far has proven satisfactory.

P. F. Levins of the Flandreau Herald gave a short narrative of his experience and he was decidedly in favor of such a method of swelling subscription lists and stated that it brings good results.

Fred Reeve of the Miner County Democrat took the opposite view of it. His talk was a valuable one as he also spoke from experience. He thought the aftermath of such a campaign is demoralizing.

M. M. Bennett of the Yankton Herald stated that he had conducted a campaign personally and found it to be an excellent scheme for collecting delinquent subscriptions and said that it had the advantage that money was received instead of cabbage, poultry and various other farm truck on back dues. He announced that he had also tried a contest with men who make it a business of opening subscription contests and found that system unsatisfactory. On the whole he did not favor the contest scheme.

Mrs. Eastwood who edits the Watertown Herald spoke entertainingly and gave it as her opinion that subscription contests tend to make the people suspicious and unless everything is done openly it will give rise to unfavorable criticesm. From her argument it was impossible to tell whether she advocated its use or not. Her talk was the last on the subscription contest subject.

E. J. Mannix of the Commercial News of Sioux Falls was called upon and made a lengthy and highly interesting talk on the problem of advancing the welfare of the small town and how to protect it from the disposition to do trading at outside points. He spent some time criticising the habit of purchasing from mail order houses. He suggested a buyer's information bureau in every town and gave several reasons why such a bureau would be of benefit both to the town and to the purchasers.

R. E. Dowdell of the Artesian Advocate spoke on the parcel post system.

John E. Kelley of Flandreau was called upon for an address and he talked on subjects of mutual interest to newspaper men and others alike but chose no specific subject.

After the talk by Mr. Kelley a motion was made that the suggestion advanced by E. J. Mannix be referred to the resolutions committee and the motion was carried. Mr. Mannix again took the floor and mentioned ten reasons why people are prone to buy from mail order houses chief among which was low price. He stated that the goods were sold on the merits of the price rather than upon the merits of the article itself.

Mr. Hartsough of the Marion Record brought up an instance of a Sioux City, Iowa, wholesale house doing its own job printing work with a plant of its own and soliciting business and at his suggestion a motion was made that the resolution committee be requested to pass a resolution against wholesalers soliciting printing.

Dean C. Trippler of the Canova Herald spoke on "The Financial Standing of Foreign Advertisers and How to Determine It." His address was of particlar interest to the newspaper men.

A discussion was indulged in by Messrs. Bennett and Lusk of Yankton, Grace of Lead, Aldrich of Bigstone and Mrs. Eastwood of Watertown during which some interesting facts were brought up.

Messrs. Sampson of Sioux Falls, Yule of Alexandria and Aldrich of Big Stone discussed the price of ready prints furnished by syndicates.

Miss Watkin's paper was discussed by Messrs. Bennet of Yankton, Hartsough of Marion Junction, Lusk of Yankton, Robinson of Parker, Day of Sioux Falls, Halladay of Iroquois, Dowdell of Artesian and Aldrich of Big Stone.

* * *

Pine County, Minn., has a county editorial association with W. P. Gottry of Pine City, as president, M. C. Warner of Hinkley, secretary, and M. G. Sawer, Pine City, treasurer.

* * *

FIVE NEWSPAPER DONT'S

J. S. Johns, in an address before the students of the School of Journalism of the University of Missouri, after telling of the aid rendered by the St. Louis Post-Dispatch, with the hearty support of the late Mr. Pulitzer, in bringing the St. Louis boodlers to justice, and dwelling on the moral power of publicity, gave the following "Dont's" for a man who rejects the idea that a newspaper is a mere vendor of news and advertising:

"Don't echo flapdoodle; expose it.

"Don't bow to shams and humbugs; puncture them.

"Don't cater to prejudice and provincialism; throw light on them.

"Don't be hysterical.

"Don't slop over."

Connecticut Editors

Do Not Like the U. S. Newspaper Publicity Law—Banquet and Listen to Editor J. C. Hemphill of the New York Times as "A Journalist at Large"—Talk of President Taft and of Live Newspaper Matters

CONNECTICUT is not a large state, but it has some excellent newspaper men, and, at the annual banquets of the Connecticut Editorial Association, always supplements the home talent with the very best newspaper talent that can be drawn from the city of New York, and then calls on the professors of Yale and the local clergy of the state to round out "full measure, pressed down and running over."

The Newspaper Publicity Law Riddled by Newspaper Men and Repudiated by Congressmen

At the annual convention at New Haven, this year, February 10, according to a report in the Hartford Daily Courant, the newspaper publicity law, passed last year by congress as a rider to the regular postal appropriation bill, was riddled verbally, by the newspaper men and repudiated by nearly all members of congress from the state of Connecticut.

It was the opinion of the newspaper men that most of the congressmen did not understand what they were voting for in the rider to the appropriation bill, and that others held grudges against newspapers that had been too independent or critical.

Views of Connecticut Congressmen

The association's secretary, A. S. Barnes, of Bristol, reported he had written the Connecticut congressmen regarding their attitude toward the repeal of the newspaper publicity law.

The replies from the congressmen were extremely interesting. Senator George P. McLean wrote that the "law in question interferred with private rights in an unreasonable way" and "certain features of it should be modified." Senator Frank B. Brandegee was entirely noncommittal. "I will give it careful consideration when it comes up," he wrote, in reference to the bill repealing the law in question.

Congressman John Q. Tilson wrote in a positive vein. "I was very positive," he said, "that it was not only a fool law, but it was a vicious law; I therefore voted against it and will heartily favor its repeal." Congressman E. S. Henry wrote: "This was a case of vicious legislation attached to an appropriation bill," and "I shall certainly consider it my duty to vote for the repeal of the law."

Congressman Ebenezer J. Hill wrote that he was "opposed to it at the beginning and is opposed to it now," and that he "will do all in his power to secure its repeal." Congressman Thomas J. Riley wrote a letter of similar import.

Congressman Edwin W. Higgins, however, stood firmly for his support of the law and wrote a long letter explaining his views. "The newspaper," he said, "is a quasi-public institution. It receives considerable concessions from the government and the public is entitled to know who owns the paper. I shall not favor a repeal of the law."

The editorial association voted to support and to seek support for the proposed repeal of the law in question. A. S. Barnes of Bristol, Charles E. Perkins of Hartford, and William J. Mulligan of Thompsonville were appointed as a legislative committee to keep their eyes open for legislation affecting the newspaper business.

Cost Congress to be Held

It was also decided at the business meeting to hold a "cost congress" among the newspapers running job printing plants. This inquiry into the cost of job printing will be managed by a committee consisting of F. L. Praun of Deep River and L. O. Williams of Putnam.

Officers Re-elected

At the afternoon session the following officers were elected or — in most cases — re-elected:

President, E. G. Hill, of the New Haven Register.

Secretary-Treasurer, A. S. Barnes, of the Bristol Press.

Vice-Presidents: Hartford county, E. Hugh Crosby, of the Manchester Herald; Fairfield county, Victor W. Ferris, of the Norwalk Hour; Tolland county, Louis McLaughlin, of the Stafford Springs Press; New Haven county, W. C. Sharpe, of the Seymour Herald; New London county, F. P. Latimer of the New London Telegraph; Middlesex county, Ernest L. Praun, of the Deep River Era; Windham county, L. O. Williams, of the Putnam Patriot; Litchfield county, H. Rogers Jones, of the New Hartford Tribune.

Banquet Talks

Charles F. Chapin, of the Waterbury American, was introduced as toastmaster for the evening, by President E. G. Hill, and after a few remarks appropriate to the occasion introduced

The Managing Director of the Montreal Gazette, the Oldest Newspaper in Montreal, Canada

Where there was "the making of Canadian newspapers," this gentleman, Edward F. Slosk, is said to possess a striking resemblance to the great American commoner, William Jennings Bryan, both in face, personal appearance and portliness. His paper was founded in 1778. He did not stick very closely to his topic but talked of things in which Americans are interested, claiming that Canadians are English only in sentiment, and in all else are American and that Canada is and always will be the best customer of the United States, and that there is not and never can be, a difference of feeling between these two peoples who have so much in common and whose interests are so closely intertwined. He reviewed the origin of the Canadian newspapers and said that thus far they were tackling only the "thin crust of a very rich pie," for a population like that of New York state in size is scattered over a tremendous area. He told how the Canadian papers were dependent upon the American publications until a few years ago and how they have developed recently.

"We have the misfortune," he continued, "to have a very low postal rate. You may not consider this a misfortune but we do, for it has aided in bringing the selling price of our papers below the cost of making."

Mr. Slack then reviewed the "price-war" which has resulted in the possibility of obtaining the leading Canadian newspapers at a subscription rate of about one dollar a year. He said that a higher postal rate was one of the things that would remedy the condition — a condition which he said was spelling financial ruin for many publishers.

In touching on the subject of reciprocity, Mr. Slack said that when Canada rejected the matter, it was done as a business proposition — there was no ill feeling or resentment against the United States.

The Theological and Civic Education, and the Varied Experiences of J. C. Hemphill — "A Journalist at Large"

Major James C. Hemphill of the "New York Times" was accorded a splendid ovation when he rose to respond to the toast, "A Journalist at Large." Major Hemphill was formerly editor of the "Charlestown News and Courier," the "Richmond Times-Despatch" and the "Charlotte Observer."

"A journalist at large," said Major Hemphill, "as they say at Oyster Bay, that's me! Born in the hill country, raised on the Shorter Catechism and believing that whatever ought to be, is, or should be if it is not; lived with the best people in the world in the coast country at the very point where the earth and the heavens meet; schoolmate and friend of the Jew and blessed by his holiness, the Pope; conscious of the superiority of the southern man, yet never boastful of it, and ready to admit that there are some good people who live outside the jurisdiction of Governor Blease; acquainted with the art of making a newspaper from washing rollers, turning the press, setting the type, making up the mail, thundering against evil, riding on railroad passes in an exchange of courtesies; through the country weekly to the daily, from slave to manager, and now a 'journalist at large'— a sort of ticket-of-leave man and about to be translated to yet another field."

Newspapermen Are or Should Be Teachers and Leaders

Of newspapermen, he said: "We are teachers, at least we ought to be. We should lead. I would make journalism a profession and not simply a business. I would have men trained for it, just as men are trained for the pulpit, the law and medicine. I would have the law regulate its practice so that it would be free from partisan malice or corrupt influence or dishonest gain.

"As the press speaks the public is generally inclined. Why should not the journalists form a solemn league and covenant among themselves for their own benefit and the benefit of the long suffering public they serve.

Would Endow a National Newspaper

"If I were Andrew Carnegie I would take half of the fortune he has left and endow a newspaper at the National Capital that would express the broad national views on questions of legislation and administration without regard to the wishes of the business office."

In closing and alluding to the misjudging of men by the newspapers, Major Hemphill said: "It has always been so. It was so in Washington's time. It was so in Taft's time. Washington lost his temper when he was abused by the newspapers of his day.

Taft Greater in Defeat Than in Power

"Taft has proved to be greater in defeat than in power. Last week I had a heart-to-heart talk with him in Washington. The inaugural committee was building the scaffold and he was very busy with his final messages to congress and the people — for four years at least — undismayed at what had happened and abating not a jot or tittle in his loyalty to the faith of the fathers. I told him that I expected to be here tonight and asked him what I could say to you as the keepers of the public conscience in this great commonwealth and he answered simply that he would live in New Haven and teach to the students of your great university the constitution and the law, devoting his time to this subject with no other wish or purpose than to make himself useful to his profession and his country, and win the respect and affection to all his neighbors.

"Growing his honors — the highest any man could wear in this world — he will thus achieve the greatest of all his triumphs, the greatest of all distinctions — the distinction of good citizenship."

"The Newspaper and Public Opinion"

Following Major Hemphill, Rev. Dr. Charles R. Brown, dean of the Yale Divinity school, and heralded as one of the ten leading preachers of the country, was introduced to talk on the subject, "The Newspaper and Public Opinion."

"We live under a government of public opinion," said Dr. Brown. "The seat of government is not at Washington; it is not at Hartford; it is here. It is wherever people are thinking, resolving and acting.

"The newspaper sometimes fails to exercise its proper leadership in moulding public opinion, for lack of serious convictions, for lack of freedom and for lack of proper perspective. It may over-emphasize the non-significant detail and fail rightly to report and interpret the life of the community.

"We need to raise the personnel of the men who make the journals of the day. We need a public which will support the paper which shows itself competent and courageous in rightly directing the public mind."

Courts and the Press

The judiciary had a representative on the list of speakers in the person of Judge Robert L. Munger of Ansonia, one of the younger members of the New Haven county bar and now arbitrator of the public court cases of Ansonia. Judge Munger gave a very serious talk on "The Courts and the Press."

"It is entirely proper," said Judge Munger, "that the newspapers take the privilege of criticising the courts. I concede that the press has the right to such a privilege, but I do not concede that it has the right to criticise the courts in the manner that it sometimes does. If it is done merely for the purpose of attacking the dignity of the court or for substituting the opinion of the community for that of the judges, then I claim it is all wrong, and what influence the press has in moulding public opinion and educating the masses has simply gone to waste.

"But if the criticism is made by responsible parties and is not done with the idea of destroying the confidence in the courts, then it is proper and can be looked upon as entirely fair."

Judge Munger gave instances of severe and uncalled for criticism of the courts on the part of newspapers and other instances of criticisms that were constructive instead of destructive. He ended with an appeal to the newspaper men to lend their power towards making all press criticism of the courts constructive in order that these two vital influences of American life — the courts and the press — may go hand in hand in the march of civilization.

* * *

CIVIL WAR SHOT GETS J. WEST GOODWIN'S LEG

Veteran Missouri Editor Suffers Amputation from Effects of Old-time Wound

J. West Goodwin, veteran editor of the Sedalia, Mo., Bazoo, who has been in a hospital in that city for some weeks, ill from a gunshot wound received during the civil war, suffered the amputation of his left leg the other day Surgeons decided that only an operation could save Colonel Goodwin's life.

Col. J. West Goodwin is one of the most picturesque personalities of Missouri. His famous beaver hat, said to have been worn continuously since 1868, has been written of and about from one end of the country to the other, and its adventures and misadventures form an interesting chapter of humorous newspaper history. He founded the Sedalia Bazoo in 1868, in the days before Kansas City became a railroad center, and when Sedalia bade fair to be the metropolis of the southwest, and for a time it had the largest circulation of any paper between St. Louis and San Francisco. Colonel Goodwin often explained that he adopted the name Bazoo because he believed no one would copy it.—The Auxiliary, June 22, 1912.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, Parrsboro, N. S., Canada.

EASTERTIDE comes very nearly as early as it is allowed to this year, but Spring will be just in its young glory at its passing, and so there should be no even comparatively dull period. The Easter period has become a gift season only next in importance to Christmastide, and this, of course, means advertising of a kind that calls for some of the job printer's best licks, besides giving a chance for the live advertising man on a newspaper to induce dull advertisers to put on some of the brightness of the season. Printing-advertising that sets the advantages of definite Easter and Spring advertising plainly before those who should especially advertise at this season is in order now. Be timely! It is much better than spending one's spare time in evolving numerous kinds of letter heads and envelopes for one's self, which seems to be some excellent printers' sole idea of printing-advertising.

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SEND US SOME MORE, MR. LOGAN

The following name letter is from W. W. Logan, of the Johnston Printing Company, Welsh, W. Va.:

> Dear Sir: We believe in the blotter advertising, and use a large number for this purpose. We are enclosing one which we printed for general distribution, and with no thought of sending it to the National Printer-Journalist for criticism, but have decided to ask your criticism through the above medium. We appreciate that the border should have been joined better, and had we expected to send one of them to you, would have had this part of it perfect.
>
> Yours very truly,
>
> JOHNSON PRINTING CO.

The job looks so clean anyhow that very few outside of captious critics would see that the border was not perfect — if it were not printing-advertising! Such a job, however, which simply contains the address of the concern, the words "Coal, Lumber and Commercial Printing," the names of the members of the firm, W. W. Johnson and W. W. Logan, and the telephone number, should especially be as perfect in the joining of rules and in color register as in composition, and selection of ink and stock, no matter who receives a copy. Such a blotter as this is pleasant to look upon, but did you ever try one with more of the Advertising Idea. The repetition of the telephone number on both lower corners is unusual, but may serve to impress the idea of telephoning to these good printers on the public mind.

✣ ✣ ✣

> Dear Sir: Am enclosing a few specimens of job work under separate cover and would like to have you comment on same (if worthy) in your columns of journal. In looking over your journal a few days ago, I noticed the "More Work Through Publicity" department, and I am interested in the same. Trusting these specimens are acceptable, I am
>
> Yours truly,
>
> JOHN GARLINGER.
>
> Printer
> with People's Register
> Chambersburg, Pa.

Your work has many points of excellence, and shows distinct artistic ability. Whatever faults there are are very little ones. That is a fine letter head of the Nelson Shoe Company. But there is no need for a dash within the beautifully composed panel, under the names of the firm. You evidently realized this, for the dash is a thin one. But its very thinness gives the appearance of a flaw.

Having the heading, "Stores," in the red makes a sufficient division. The black curlycue has no place within such a border. Take it out and close up somewhat. A minute's work would make a flawless job of this.

Colgate & Company's letter head is very handsome. But would it not have been better to put "Established 1806" in the Gothic, as it has nothing to do with the soap or the powder?

Now I have no objection to the ornament in the White Leghorn's panel. I should have done so had it been in an ornamental border. You were up against it because of the copy for this ad. No doubt you wanted to get the "Large White Chickens" on the left, and it was too good a design otherwise to give up, and it was odd, anyway. I know just how you felt. Splendid job, that of the telephone company. You have the originality that, with very little turning into the right channels, makes designers whose work is famed from coast to coast.

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A NEWSPAPER'S NEWSPAPER

The 4-page house organ, "The Recordette," of Canon City, Colo., is 9 by 4⅛ inches. It is, says in the heading, "published occasionally by the 'Record'. The two issues sent me are dated "June, 1912" and "July, 1912," although I received them only about a month ago. The leading article in the June number is headed "The Newspaper — and Your Store," which begins: "Would you consider that this newspaper was well managed if it issued according to the mood of its publishers — instead of at regular, stated and invariable intervals?"

What does "this newspaper" mean — the 'Record" or the "Recordette?"— for the latter is considerable of a newspaper. And the argument for the regularity of store news would seem to apply with equal force to news of the "Record's" business? So why say "published occasionally?" And let us hope that these two excellent issues, which evidently appeared regularly in June and July, were not of the "spasmodic" kind scored in the introductory article.

For the "Recordette" appears to me to be a dandy little paper, and makes me want to see "The Record." It has some of the brightest little items that I have ever seen in such a paper, besides the pertinent articles that are longer but not too long. Here are some of them:

> A Record want ad will find most anything. It has even found lost money for people a half dozen times recently, and that is a hard test.
>
> The Record has been highly complimented on the serial stories it has run this season. To buy the books would cost more than the subscription to the Record.
>
> When a new resident comes to town, Mr. Business Man, advise him at once to subscribe for the Daily Record. Thus he will become a new reader of your ad, and the Record will help keep him in Canyon City, so that you will have a continued customer.
>
> Did you ever see the Record linotype at work? It is a wonder and well worth seeing. Come in and see it. Bring your woman and the kids.
>
> For eighteen years every man who has worked for the Record has gotten his wage money every Saturday night. To keep this up it is necessary to have your account paid promptly.
>
> Did you see the handsome annual put out by the Canyon high school seniors? It was executed entirely in the Record job rooms. It was pronounced the most perfect annual ever issued in Canyon City.
>
> The Record pay-roll is the sole support of eight married men having thirty-two persons in their families, and three single persons. It also pays out weekly salaries to six or eight other young folks, much more than enough to clothe them. The dollar you pay to the Record gets back into your till, more quickly than any other dollar you pay out.
>
> Don't charge the two plunks you paid out for that program to advertising. It should be charged to charity.

Other bright extracts from this newspaper's newspaper, which particularly refer to the evident unwisdom of sending orders for printing out of Canyon City, will be quoted in another installment of this department.

Each issue has a different view of rooms in the handsome offices. The caption of one of these is "Where You Can Talk in Private;" of the other, "We are Always Glad to Meet You There."

Such advertising as this, which is not especially expensive, should certainly bring business to the "Record." These short paragraphs will surely be read, and if they are not heeded Canon City is no place for a bright paper.

MIND YOUR OLD ENGLISH LETTERS

Mind your P's and Q's is the old adage. I used those apostrophes in accordance with all the grammars and punctuation books I have seen, but what are they for? I'm going to write it this way:

Ps and Qs

after this, until some proofreading critic gives me a good reason for the other form. But what I was going to say is this:

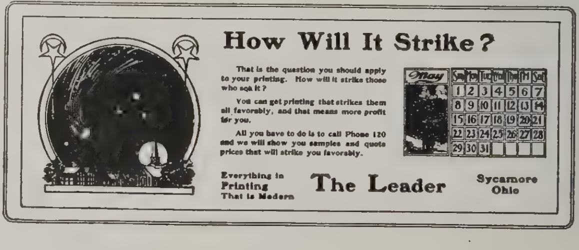
Mind your Ps and Qs, is the old adage. But in using Old English in these days, one should pay more attention to one's Ts, and Es and Cs and gs and ys. Ah! when lower-case is being written about, such words as gs and ys are not very pleasing. But is not "g"s and "y"s better than the use of apostrophe? Really, this is getting interesting.

Yes, one should pay more attention to "C"s, "T"s, "E"s, and even "G"s. Here is a most originally and attractively composed business card, bearing the line, "Fine Job Printing Neatly Executed." Within the name of the firm doing it, are Old English cap "E" for a cap "T" and a lower-case "y" for a "g." All the other lines, which are new English, are O. K. This mixing of the O. E. letters is very prevalent even among some of the best printers, and one of the foremost papers in America has a C for a T in its name as printed over an editorial column. How do the printers of German manage with a "k" that is simply a "t" with a little tail?

✣ ✣ ✣

HARMONY BETWEEN CUTS AND TYPE

The Weather Bureau has not reported any menace from comets of late, so this blotter (No. 0) from the Leader of Sycamore, Ohio, must have been sent in some years ago. However, it is still modern printing. There have been a good many comets in sight since De Vinne was introduced, but how good it looks in this job, and how well it harmonizes with the more modern, but still fresh and fashionable. There is, likewise, harmony between the heavy type and the cuts and rule work, thought having evidently been expended — however quickly the thought may work in a well-ordered mind. The ink is a rich dark green, on peach stock.



How Will It Strike?

That is the question you should apply to your printing. How will it strike those who see it?

You can get printing that strikes them all favorably, and that means more profit for you.

All you have to do is to call Phone 120 and we will show you samples and quote prices that will strike you favorably.

May						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Everything in Printing That is Modern

The Leader

Sycamore Ohio

No. 0

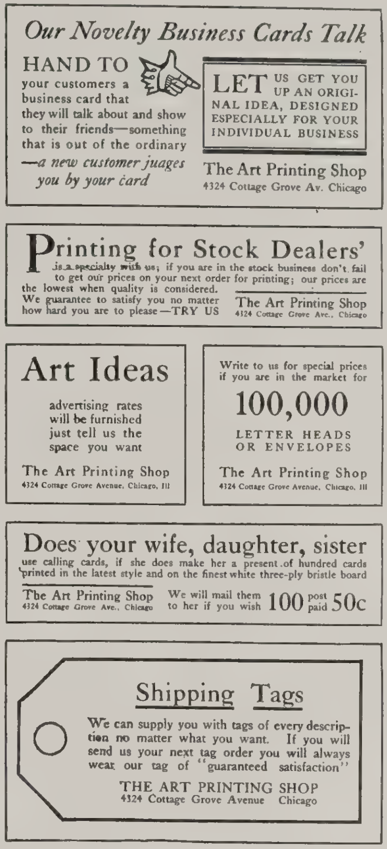
As you said "that strikes them all favorably" in the second paragraph, why not underscore or capitalize the "YOU" in the last one?

ART IDEAS WELL NAMED

Art Printing Shop, of 4324 Cottage Grove avenue, Chicago, issues a house organ that is not all a house organ, the name of which is Art Ideas. It contains such articles as "The Part 'Copy' Plays in Printing," "Good Stationery in Business," etc., of value to printers and to possible customers of printers. It is no less of an advertisement, however, than many of the other house organs that printers find of value in advertising the advantages of printing in general, and, of course, the especial advantages of the printing done by a particular shop. The novel part of the Art Printing Shop's campaign is the proposition it makes to trade publications to exchange advertising. The shop offers to send an electro of an advertisement with a coupon which reads, "Please send me, without expense or obligation on my part, Art Ideas for one year." Evidently the firm is taking advantage of the introduction of parcel post. (I write "parcel" instead of "parcels" because I agree with some of the more sensible phrase reformers who do not want to see the "s" box worked so hard. There is certainly no more need of writing "parcels post" than "letters box," and if a few thousand more writers fall in with the suggestion, the reform is accomplished.)

The Art Printing Shop's new idea of printing-advertising should be a good thing for the shop, the trade papers that accept the ad — and run an announcement in Art Ideas after receiving a sufficient assurance of a suitable circulation, and the advertisers who read the house organ as well as those who read the trade papers. Leaving out entirely consideration of this department, advertisers of all kinds can find in the National Printer-Journalist, for instance, single hints worth more than the year's subscription. In fact, I have found in the National Printer-Journalist, particularly in addresses delivered before editorial associations, ideas that I could not get in any other paper — even my own.

Here (No. 1) is a page of Art Ideas which contains six ads of The Art Printing Shop's own. In these the lines "Our Novelty Business Cards Talk," "— a new customer judges you by your card," "Art Ideas," "100,000," and the outline of the shipping tag and that of the hole, are in a bright red. This is a pretty good distribution of red on a page like this. Not only the ads that contain the red are prominent, but also the two advertisements, "Printing for Stock Dealers'" (why the apostrophe?) and "Does your wife, daughter, sister," etc., which are all in black. In one of these the heavy "P" of the initial is especially effective — much more so, considering the other color on the page, than if it were in red. In an article on "Street Car Advertising" that I wrote many years ago, I noticed how the effectiveness of many of the placards was lost by the lack of contrast in adjoining advertisements. Now especial attention is given by many street car advertising companies to this matter, so that all the cards are given good prominence, instead of, in some cases, none of them.



Our Novelty Business Cards Talk

HAND TO
your customers a
business card that
they will talk about and show
to their friends—something
that is out of the ordinary
—a new customer juages
you by your card

LET US GET YOU UP AN ORIGINAL IDEA, DESIGNED ESPECIALLY FOR YOUR INDIVIDUAL BUSINESS

The Art Printing Shop
4324 Cottage Grove Av. Chicago

Printing for Stock Dealers'
is a specialty with us; if you are in the stock business don't fail to get our prices on your next order for printing; our prices are the lowest when quality is considered. We guarantee to satisfy you no matter how hard you are to please—TRY US

The Art Printing Shop
4324 Cottage Grove Ave., Chicago

Art Ideas
advertising rates
will be furnished
just tell us the
space you want

The Art Printing Shop
4324 Cottage Grove Avenue, Chicago, Ill

Write to us for special prices
if you are in the market for
100,000
LETTER HEADS
OR ENVELOPES

The Art Printing Shop
4324 Cottage Grove Avenue, Chicago, Ill

Does your wife, daughter, sister
use calling cards, if she does make her a present of hundred cards printed in the latest style and on the finest white three-ply bristle board

The Art Printing Shop
4324 Cottage Grove Ave., Chicago

We will mail them
to her if you wish 100 post paid 50c

Shipping Tags
We can supply you with tags of every description no matter what you want. If you will send us your next tag order you will always wear our tag of "guaranteed satisfaction"
THE ART PRINTING SHOP
4324 Cottage Grove Avenue Chicago

No. 1

Though this page of advertisements contains only one series of type with its corresponding italic, each ad has a pleasing individuality. My friend, Mr. Copper, who has the soul of an artist, likes ad pages, even though they consist of advertisements of a number of different concerns, entirely in one or two series. As such ads are set in many offices, they are so deadly uniform as to be somewhat monotonous, and often rob an advertiser of the individuality he not unnaturally desires. But where so many changes can be rung in with the use of one or two series, the effect has advertising as well as artistic value; and I am sure Brother Copper would be delighted with the display of ingenuity and individuality on this display-page.

✣ ✣ ✣

THERE IS MUCH IN SUCH A NAME

With the compliments of Charles N. Trivess, of the William H. Pool Printing and Binding Company, Chicago, comes a booklet describing the services of the Business Men's Advertising Bureau, which is operated in connection with that concern, "forming a distinct branch of the business." Any such special concession made by printers to The Advertising Idea is sure to be rewarded. Outside of initials and headings, the booklet is composed in 12-point and 18-point Cheltenham, leaded. Though Cheltenham is one of the faces that, because of the long ascenders, is sometimes termed as "self-leading," it stands leading so well that a booklet with a page 5¾ inches long, and composed in this manner, is decidedly "readable," even outside of the straight and pointed talks it contains. The book is in olive green, with the backgrounds of the initials of a terra-cotta like that employed by the publishers of Flaxman's Homeric pictures.

Business Men and
Advertisers

This Will Interest You

Business Man's Advertising Bureau
626-636 South Clark Street
CHICAGO

No. 2

A severely plain piece of ornamnetation is the oblong "affair" used on this title-page (No. 2). I believe these ornaments are sold by the foundry with the idea that they will be used with such faces. Naturally they are more attractive in color than in black.

* * *

A LETTER FROM ONE OF AMERICA'S BEST KNOWN PRINTERS

Dear Friend Woodworth: It has been many moons since I wrote to you to express my appreciation of your work for the benefit of the craft, but you can rest assured that your department is appreciated by your humble servant.

Much good is lost by the average printer from the fact that he does not delve into your department as he would his own work. He may scan the many good reproductions that you give us each month, but he does not take the time to work out the principles upon which the work was constructed or outlined in the beginning. I believe that much good is lost to the reader in not taking time to read the contents of the reproduction as well as the mechanical construction of the same.

The "anybody-can-do-that" idea is, in my mind, a misnomer, because experience has taught the studious class that no effort ever produced results only through hard work, and hard work comes with the thinking out how this or that piece of work was actually produced.

To produce better what some one else does well, is achieved by but few, yet we all have trouble sometimes to do better what some one else attempted to do well.

A merry Christmas and a happy New Year to you and yours is the wish of the writer.

Sincerely yours,
EDWARD W. STUTES (Himself).

Spokane, Wash.

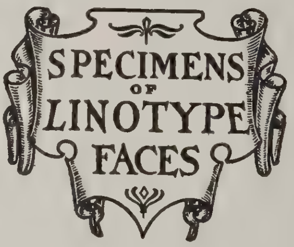
* * *

ADVERTISING MACHINE COMPOSITION

The advertising of linotype and monotype composition is becoming more and more a feature of printing-advertising of a "Show-Me" (a Chicago term) order of publicity. "Specimens of Linotype Faces," issued by the Chicago Typesetting Company, 515 South Dearborn street, and the "Specimen Booklet of Linotype Faces" of the Superior Typesetting Company, 508 South Dearborn street, Chicago, are fine examples of this practical class of advertising. Both booklets are printed on very good paper. That of the former booklet is especially heavy, and that of the latter, although it contains no cuts, is Dill & Collins' offset suede finish. That there is a distinct charm in the use of high-class papers even for plain book work is

CHICAGO TYPESETTING COMPANY

515
SOUTH
DEARBORN
STREET.


SPECIMENS
OF
LINOTYPE
FACES

TELEPHONES
HARRISON 7248
HARRISON 883
AUTOMATIC 68-642

10-POINT MODERN.
Two-Letter—With **Antique** No. 3.
Lower case alphabet 13.44 ems.

The most ancient materials employed for recording events were bricks, tiles, shells, and tables of stone. The modes of writing on these different substances were various. The tiles and brick were impressed with a stamp when in a soft state; the shells and tables of stone were etched or graven, the figures or characters being cut in their surface, and in some cases also stained with various colors. It was by the ancient art of stamping that walls, palaces and towers of Babylon were covered with **hieroglyphics,** which have but recently been brought to light from under the immense mounds of Mesopotamia by Layard and other explorers. The patriarch Job, who is supposed to have lived about 2,300 years after the creation, exclaimed, "O that my words were now written! O that they were printed in a

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The most ancient materials employed for recording events were bricks, tiles, shells and tables of stone. The modes of writing on these different substances were various. The tiles and brick were impressed with a stamp when in a soft state; the shells and

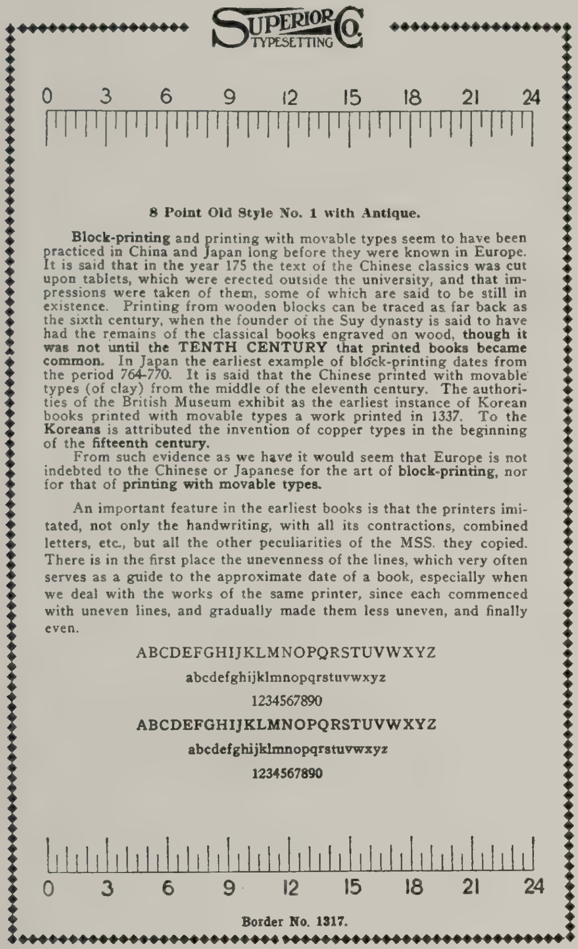
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roman **Antique.**

"DAY AND NIGHT WE LINOTYPE"

No. 3a

certainly shown in a very effective manner by these booklets. I have, however, seen some very good booklets of this kind printed on cheap stock. This page (3A), from the booklet first mentioned, is of a rather higher artistic order than that of many such productions. A number of pages show specimens of rules and figure work done with the Cox tabulating machine on the linotype.


SUPERIOR CO.
TYPESETTING
0 3 6 9 12 15 18 21 24
0 3 6 9 12 15 18 21 24

8 Point Old Style No. 1 with Antique.

Block-printing and printing with movable types seem to have been practiced in China and Japan long before they were known in Europe. It is said that in the year 175 the text of the Chinese classics was cut upon tablets, which were erected outside the university, and that impressions were taken of them, some of which are said to be still in existence. Printing from wooden blocks can be traced as far back as the sixth century, when the founder of the Suy dynasty is said to have had the remains of the classical books engraved on wood, **though it was not until the TENTH CENTURY that printed books became common.** In Japan the earliest example of block-printing dates from the period 764-770. It is said that the Chinese printed with movable types (of clay) from the middle of the eleventh century. The authorities of the British Museum exhibit as the earliest instance of Korean books printed with movable types a work printed in 1337. To the **Koreans** is attributed the invention of copper types in the beginning of the **fifteenth century.**

From such evidence as we have it would seem that Europe is not indebted to the Chinese or Japanese for the art of **block-printing**, nor for that of **printing with movable types.**

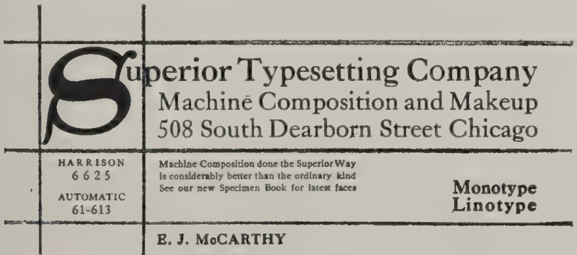
An important feature in the earliest books is that the printers imitated, not only the handwriting, with all its contractions, combined letters, etc., but all the other peculiarities of the MSS. they copied. There is in the first place the unevenness of the lines, which very often serves as a guide to the approximate date of a book, especially when we deal with the works of the same printer, since each commenced with uneven lines, and gradually made them less uneven, and finally even.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Border No. 1317.

No. 3b

The border and nameplate on the pages of the second booklet are red. Perhaps a clearer-cut nameplate would be an improvement in such a well-printed job. In the "introductory" this paragraph appears: "The graduated line gauge shown on specimen pages of this booklet will be of inestimable value in casting up copy for the machine." One of these pages is shown as 3B.



Superior Typesetting Company
Machinë Composition and Makeup
508 South Dearborn Street Chicago

HARRISON
6625
AUTOMATIC
61-613

Machine Composition done the Superior Way
is considerably better than the ordinary kind
See our new Specimen Book for latest faces

Monotype
Linotype

E. J. McCARTHY

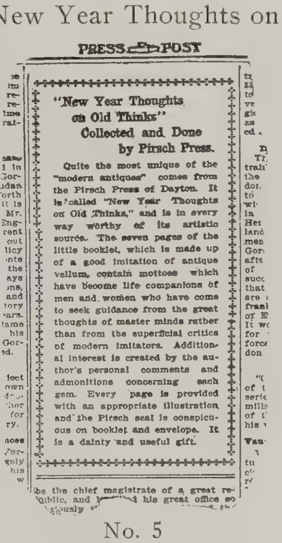
No. 4

The card of the Superior Typeseting Company (No. 4) is on cream linen-finish stock, with lines in a yellow tint. "Monotype, Linotype" and the representative's name in red, and the remainder in brown.

✣ ✣ ✣

PLACE OF HONOR IN BOOK REVIEW

Though many pieces of printing-advertising well deserve the honor, few are chosen to be especially considered in a leading journal's book review, particularly by one who competently judges a real book as a piece of craftsmanship as well as for the reading matter it contains. The Columbus Press-Post has a book-reviewer who knows his business, and has no despicable ideas about "dignity," but the courage to see real art and literature in a worthy advertisement, and to give merited credit thereunto. The Press-Post has a book page that is not pedantic or dull, but is written by one who knows books and loves them. So no wonder he was charmed by "New Year Thoughts on Old Thinks," as compiled and "done" by that artist and book-lover, William Carl Pirsch. This clipping, or "tearing," as it perhaps might beter be called (No. 5), is on a piece of white paper that was partially pasted on the stock of the folder from which I took it. This is not torn from the paper in which it was originally printed, as is the case with some jobs of this nature. The printing is from a plate, and on the striking color job of which this excerpt was a part, the tone of the printing, so evidently from a plate, gave a rather more pleasing effect than in probability would have the original.



PRESS-POST

"New Year Thoughts
on Old Thinks"
Collected and Done
by Pirsch Press.

Quite the most unique of the "modern antiques" comes from the Pirsch Press of Dayton. It is called "New Year Thoughts on Old Thinks," and is in every way worthy of its artistic source. The seven pages of the little booklet, which is made up of a good imitation of antique vellum, contain mottoes which have become life companions of men and women who have come to seek guidance from the great thoughts of master minds rather than from the superficial critics of modern imitators. Additional interest is created by the author's personal comments and admonitions concerning each gem. Every page is provided with an appropriate illustration and the Pirsch seal is conspicuous on booklet and envelope. It is a dainty and useful gift.

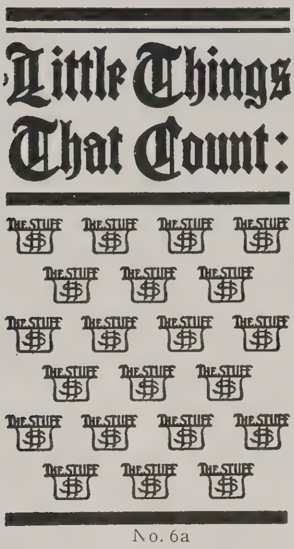
be the chief magistrate of a great re-

No. 5

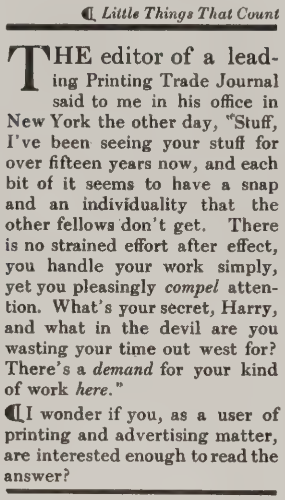
✣ ✣ ✣

SENSE IN STUFF AND NONSENSE

"The fellow," chortles Stuff of Seattle, "who says there is no such thing as Originality, Individuality or Personality in the Printing and Advertising Game surely believes it — he proves that he isn't burdened with any of it." Mr. Stuff has them all — in fact, has so many of them that he can give an Individuality or a Personality to a firm that doesn't mind the bother so long as he pays for its assumption by somebody else. Mr. Stuff is a believer in the Importance of Little Things, as shown in a booklet whose cover, which is on the modernest cover stock, is shown No. 6A. Initials red, remainder black. There is force in even so little a thing as that colon.


Little Things That Count:

No. 6a


¶ *Little Things That Count*

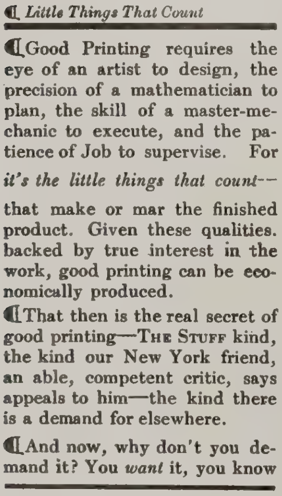
THE editor of a leading Printing Trade Journal said to me in his office in New York the other day, "Stuff, I've been seeing your stuff for over fifteen years now, and each bit of it seems to have a snap and an individuality that the other fellows don't get. There is no strained effort after effect, you handle your work simply, yet you pleasingly *compel* attention. What's your secret, Harry, and what in the devil are you wasting your time out west for? There's a *demand* for your kind of work *here*."

¶ I wonder if you, as a user of printing and advertising matter, are interested enough to read the answer?

No. 6b

This persiflagenous printer has lots of fun with his name, and doesn't mind who plays on it. That nameplate is $ure "The Stuff."

Here (No. 6B, C, and D) are three pages from the booklet, which show Mr. Stuff's ability in making composition talk. Note the italic voice. The lower margins of these pages are of about twice the depth of the upper margins.

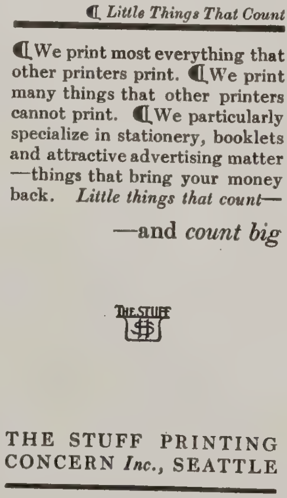

¶ *Little Things That Count*

¶ Good Printing requires the eye of an artist to design, the precision of a mathematician to plan, the skill of a master-mechanic to execute, and the patience of Job to supervise. For *it's the little things that count*— that make or mar the finished product. Given these qualities, backed by true interest in the work, good printing can be economically produced.

¶ That then is the real secret of good printing—The Stuff kind, the kind our New York friend, an able, competent critic, says appeals to him—the kind there is a demand for elsewhere.

¶ And now, why don't you demand it? You *want* it, you know

No. 6c


¶ *Little Things That Count*

¶ We print most everything that other printers print. ¶ We print many things that other printers cannot print. ¶ We particularly specialize in stationery, booklets and attractive advertising matter —things that bring your money back. *Little things that count*—

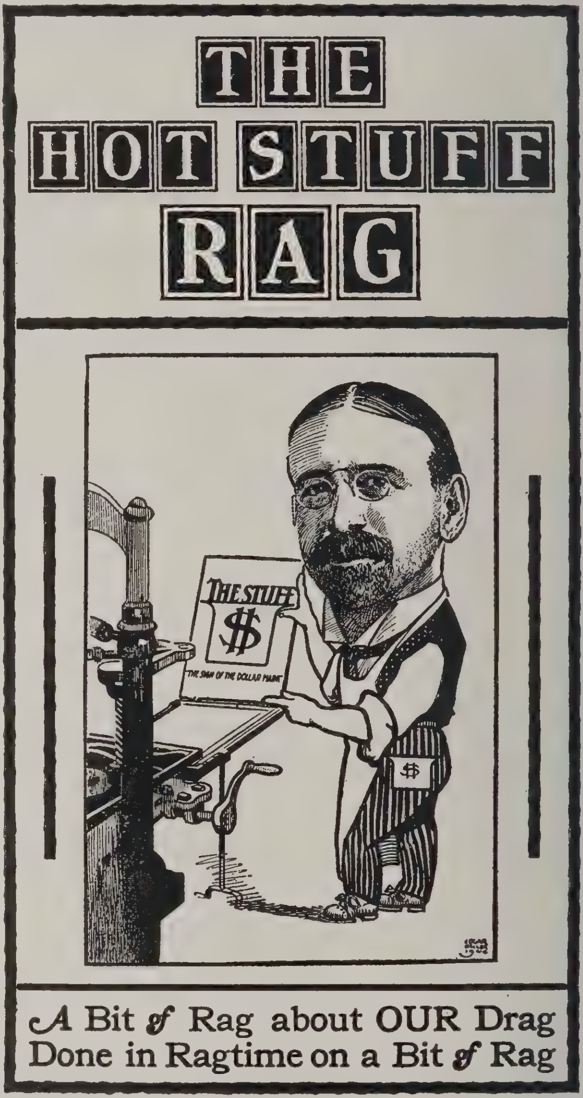
—and *count big*

THE STUFF PRINTING
CONCERN *Inc.*, SEATTLE

No. 6d

Only once in the body of the booklet is the 12-point Roman and an initial used, in the style of long ago, and that is at the start. There is a reserve about Mr. Stuff's work, even on a job that is purposely somewhat bizarre.

Such is "The Hot Stuff Rag," four pages printed in red on white cloth like that used for children's books, of which this (No. 7A) is page one, and this page two. Page three is in ragtime verse or worse. Every line except that in the refrain, which I refrain from printing, ends with "Stuff." But it was a wise old bard who wrote, "Dulce est desipere in loco"—it is sweet to chew the rag in place. And by doing so in this place Mr. Stuff has undoubtedly gotten up an advertisement that will bring the Re$ult$ with the dollar-marks. It is awful, Maybelle—too awful even for the promised Awful Number of Life, but it may be awful good advertising for all that. I have seen a good deal of the banquet programs of the Seattle Ad Club with both high-brow and booby prize lunatic nonsense, "in jesting guise," but we "are wise," and we "know what the jest is worth." Worth a good deal to Seattle, all right. Such pieces of printed matter, wonderfully printed, with totem-ornaments and many other things in riotous color, were sent all over the land, and doubtless were the means of making Seattle's year-advertised celebration a real Golden Potlatch.


THE
HOT STUFF
RAG

THE STUFF
$
THE SIGN OF THE DOLLAR MARK
$

A Bit of Rag about OUR Drag
Done in Ragtime on a Bit of Rag

No. 7a

The Apology for the Rag (No. 7B), which takes the full length of the second page, will probably be read because it is red, and is a pretty good excuse for this kind of advertising. Such a production as this is often good advertising for a printer, as it often leads to the printing (and the designing and the writing!) of programs where the genius of the rag-time minstrel may have full sway. The apology contains a good deal of sense, and its writer would doubtless agree that there should be strong threads of sense in even the most raggety rag.

❡An Apology]

DOWN at the Orpheum the other night a charming little lady with an unusually pleasing voice sang a sweet simple song, a song which admirably blended with the personality of the petite artist. Receiving a mild round of applause she responded with a stage-worn "Rag" and the house went wild. She chose a most fitting number and the strains of "Silver Threads among the Gold" softly, sweetly stole the tears as of old, but the rage for the "Rag" was evident. Again and again she ragged and rasped her precious voice to the thunderous approval of her hearers.

❡The thought came to me—how like my world, the printing world. After all what's the use? Does the public, really care for better printed things? Does it know what patient, painstaking study is necessary to produce pleasing, particular printing? And isn't the fellow who is slopping out the "Ragtime" stuff, the fellow who really doesn't know how to do any better, isn't he getting by with his turn?

❡After all it takes all kinds of people to make up the world, and an advertiser should not fail to keep that in mind. It is both proper and profitable to occasionally introduce "Ragtime" novelty in publicity campaigns, but not by the stage-worn stereotyped, sloppy print-shop route. Have the merit of originality and score strong on your point if you expect to hold the attention once it has been attracted. You know a joke is not a joke in at least two cases—when you forget to put in the joker, and when you hear "sure, heard it before."

❡Now this "Bit of Rag" has a message. That particular message is that we can design, create things out of whole cloth—as well as good paper. You have never seen a single thing like this before. It is not copyrighted, but it is dated. Keep it if for no other reason than for subsequent comparison. The copyists are hungry for ideas—we still have a few for sale at a nominal price, including the "Silver Threads among the Gold" quality.

❡At *Your* Service, HARRY S. STUFF

No. 7b

✣ ✣ ✣

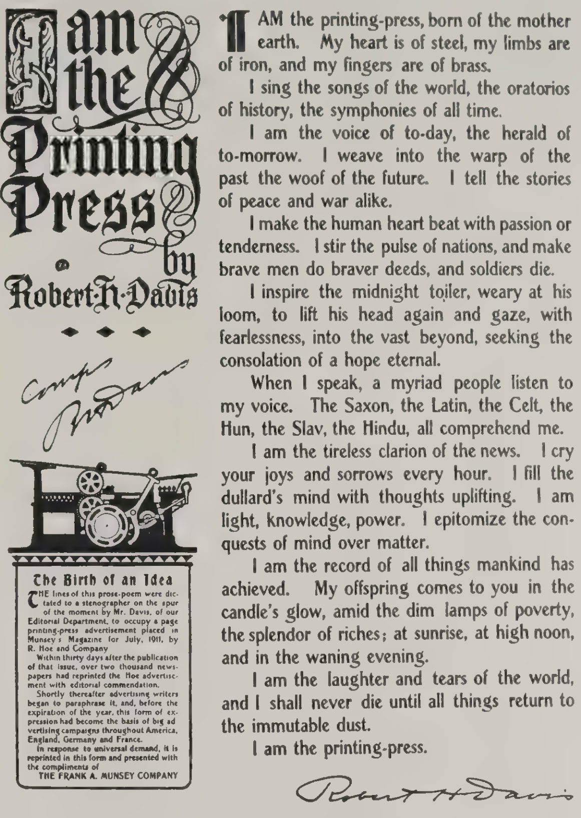
"I AM THE PRESS"

With the signature of the author in pen and ink as well as printed, comes that stirring prose-poem, "I Am the Printing Press," reproduced as No. 8. It is in orange and black on light brown cover stock. The "I" of the initial, part of the shading of the ornament, and the border design of the explanatory article at the left are orange. As the reproduction of this article will have to be particularly small, I herewith copy

The Birth of an Idea

The lines were dictated to a stenographer on the spur of the moment by Mr. Davis, of our editorial department, to occupy a page printing press advertisement placed in Munsey's Magazine for July, 1911, by R. Hoe & Company. Within thirty days after the publication of the issue over two thousand newspapers had reprinted the Hoe advertisement with editorial commendation. Shortly thereafter advertising writers began to paraphrase it, and, before the expiration of the year, this form of expression had become the basis of big advertising

(*Continued on Page 198*)



I am the Printing Press by Robert H. Davis

◆ ◆ ◆

Comps RHDavis

The Birth of an Idea

THE lines of this prose-poem were dictated to a stenographer on the spur of the moment by Mr. Davis, of our Editorial Department, to occupy a page printing-press advertisement placed in Munsey's Magazine for July, 1911, by R. Hoe and Company

Within thirty days after the publication of that issue, over two thousand newspapers had reprinted the Hoe advertisement with editorial commendation.

Shortly thereafter advertising writers began to paraphrase it, and, before the expiration of the year, this form of expression had become the basis of big advertising campaigns throughout America, England, Germany and France.

In response to universal demand, it is reprinted in this form and presented with the compliments of

THE FRANK A. MUNSEY COMPANY

I AM the printing-press, born of the mother earth. My heart is of steel, my limbs are of iron, and my fingers are of brass.

I sing the songs of the world, the oratorios of history, the symphonies of all time.

I am the voice of to-day, the herald of to-morrow. I weave into the warp of the past the woof of the future. I tell the stories of peace and war alike.

I make the human heart beat with passion or tenderness. I stir the pulse of nations, and make brave men do braver deeds, and soldiers die.

I inspire the midnight toiler, weary at his loom, to lift his head again and gaze, with fearlessness, into the vast beyond, seeking the consolation of a hope eternal.

When I speak, a myriad people listen to my voice. The Saxon, the Latin, the Celt, the Hun, the Slav, the Hindu, all comprehend me.

I am the tireless clarion of the news. I cry your joys and sorrows every hour. I fill the dullard's mind with thoughts uplifting. I am light, knowledge, power. I epitomize the conquests of mind over matter.

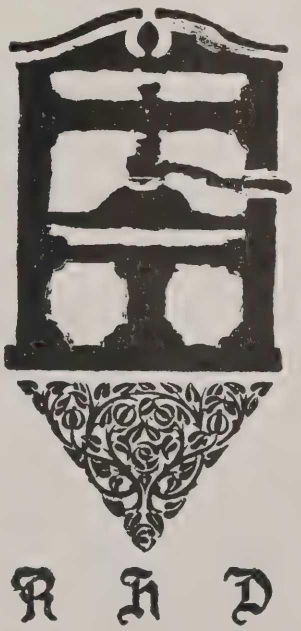
I am the record of all things mankind has achieved. My offspring comes to you in the candle's glow, amid the dim lamps of poverty, the splendor of riches; at sunrise, at high noon, and in the waning evening.

I am the laughter and tears of the world, and I shall never die until all things return to the immutable dust.

I am the printing-press.

Robert H Davis

No. 8a



No. 8b

NATIONAL PRINTER JOURNALIST
NPJ
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate
WM. E. HERBERT - Supt. of Mechanical Department

Official Paper of the National Press Association

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

FOREIGN SUBSCRIPTIONS—To countries within the Postal Union, 10s. 6d.

CHICAGO, MARCH, 1913

The news sense rests largely in honest, broad, deep intelligent human sympathy.

* * *

The promise is that the twenty-seventh Annual Convention of the National Press Association will be one of the most educative in the history of the organization. No one can afford to miss this great conference of editors and printers, aside from the fact that the magnificent, enchanting and educative trips through the Garden of the Gods, up Pike's Peak and to Cripple Creek and in all the surrounding region of scenic grandeur, with all the other entertainments, provided by the Chamber of Commerce of Colorado Springs, will be worth a journey across the continent and will afford one of the most delightful June outings that could be imagined.

* * *

There are very many good things to be found this month in our "Among the Associations Department." The organization workers today are up to the highest ideals. The members of the Kansas and South Dakota associations are noted for enterprise and activity, but the Connecticut and other organizations, whose doings are recorded this month, are no whit behind these in the splendid thoughts brought out.

* * *

Correct cost finding and efficiency are given large space this month, but no larger than desired. No matter whether one agrees with all that may be stated or presented by the different writers, there is much in each contribution that will help to better understand the up-to-date business methods and principles and inspire to the seeking of a better understanding and the adoption of sane and accurate methods. Neither printing nor newspaper making can be successfully conducted in this day without knowledge and the use of active brains with zeal and enthusiasm.

* * *

Schools of journalism, by all indications, are not only to prove successfully useful in preparing young men and young women to enter the profession with proper ideals, knowledge and equipment, but directly serviceable to those already conducting newspapers and printing offices. The addresses delivered before the students by eminent newspaper men, are no less valuable and inspiring to those already in these responsible callings than they are to novitiates, and the same is true of the most of the text books that are being written and published by the teachers in these schools, but beyond all this the schools of journalism, as in Kansas, are being taken right to the newspaper and printing offices, and their difficulties being met and solved.

* * *

The great advance of the cause of industrial education for boys and girls is one of the most promising features of the true advancement of these modern times, and of the salvation and upbuilding of the race.

The education of the hand and eye, and the training to useful employment, accompanied by the proper training and development of mind and spirit, make for strong, sane men and women with purposeful, healthy, useful, successful lives. It is nature's demand and God's plan. He who was called the Son of God, the Great Teacher was trained as a carpenter while the Spirit of Divinity was unfolding in the human body. The lack of good, well developed bodies, made skillful and competent to accomplish the tasks of life, has caused the wreck of countless lives, filled the world with misery and drawn minds and souls into wickedness and lined Hell with broken good intentions.

* * *

Secretary Schlosser, of the National Press Association writes very encouragingly as to the prospects of the approaching convention at Colorado Springs. Large delegations are already promised from several states, and the promise now is for very favorable and liberal arrangements with the railroads.

* * *

It is gratifying to contemplate the wide influence and the good results that have come from the intelligent warfare that has been waged on fake, fraudulent and impure advertising. Those publishers who claim no responsibility for the advertisements that appear in the pages of their papers are now the exception. It is with gratification that we notice this month, in our old Red Wing paper, an article along these lines that shows loyalty to the cause of honest, responsible journalism and is full of sound reasoning and the highest principles.

The more that is known of really successful newspaper men, the more it is established that absolute integrity, loyalty to the people, and a freedom from all graft or partizan political rings, have been the controlling principles in the conduct of their newspapers.

* * *

The readers of the National Printer-Journalist will have, cause, this month, for especial gratification over the completeness and practical usefulness of the several departments. All matters of printing, advertising and newspaper making are very broadly covered.

* * *

Endorsement is being given, by those who ought to know of his qualifications, to Samuel H. Musick of Pennsylvania, who is a candidate for the position of Public Printer.

John S. Leech, writing to Walter L. Tobey, of The Republican Publishing Company, of Hamilton, Ohio, says of Mr. Musick:

"He is a master printer of twenty-five years' experience. He is thoroughly familiar with the work of the government having spent eighteen years in the service in Washington and Manila. He has the necessary qualifications — legal, technical and political — to insure his eligibility and assure a creditable administration of the affairs of the Government Printing Office.

"His record has merited and received the commendation of the highest officials of this government. He is familiar with all of the specialties of operations of the allied printing trades and has demonstrated initiative in all of his work, particularly while collaborating with me in devising the system of apprentice instruction or vocational training described in the brochure recently mailed you and which has proved so successful."

Assuming all the risk that may be incurred by a play on the name, we venture to remark, that it might be well to have some one who would cause music in the Government Printing Office in Washington.

* * *

"VERY HELPFUL MAGAZINE"

Office of Daily World and Weekly Courier
Bloomington, Ind., Feb. 21, 1913.

B. B. Herbert,
National Printer-Journalist,
Chicago, Ill.

Dear Sir: Here are your two dollars for subscription.

World Courier.
The most modern country printing office in Indiana
OSCAR H. CRAVENS, Publisher, Bloomington, Ind.

I could not "keep house" without the inspiring visits of your very helpful magazine.

OSCAR CRAVENS,
Publisher, Daily World and Weekly Courier.

The Names on the Old Pressroom Wall

By Roscoe E. Haynes, Fairport, N. Y.

Way back in the old country print-shop
Where we worked as a boy at the trade,
And our first early efforts at learning
The great "art preservative" were made,
The apprentices all had a habit
With ink-begrimed fingers, to scrawl
Their names, and the dates of their service
High up on the old pressroom wall.

There was "Bobby" and "Willie" and "Charley"
And "Roxy" and "Bud" and the rest,
We remember them well, though they've vanished
To the north, to the south, east and west.
Now, "Bobby" and "Charley" are famous —
And their writings are quoted by all,
But we think of them still as in boyhood
When they wrote on the old pressroom wall.

Little "Roxy" conducts a great paper
And is known far and near through the land,
Though it doesn't seem long since he labored
"At the case," setting 'flimsy" by hand.
But poor "Bud" and "Willie" have left us —
Have answered the Great Foreman's call —
How little we thought of the future
As we wrote on the old pressroom wall.

There are others whose names were forgotten,
But we'll never forget the old times
When we "jeffed" to see who'd wash the windows
Or pitched pennies, nickels or dimes.
Now the "boys" are all grown, but in fancy
Again the old days we recall,
Proud that we in the list may be numbered
Who wrote on that old pressroom wall.

* * *

A most instructive and entertaining lecture was delivered by Mr. John R. Rogers, consulting engineer of the Mergenthaler Linotype Company, before the Ban Franklin and the Machine Composition Clubs of Chicago on Thursday evening, February 20. He gave a graphic account of the invention and development of the Lynotype.

Among the interesting incidents narrated, was that three men, unbeknown to each other, were working at the same time along similar lines for the same end; Mr. Mergenthaler of Baltimore, Mr. Shepard of Philadelphia, and Mr. Rogers himself, of Brooklyn. The first named won but not without a close race, and with the aid, through purchase, of some of the devices invented by the others.

The lecture was illustrated with stereopticon views, showing the Linotype and some of its parts in the different stages of development. The manner in which the inventive and experimental work was carried on and two or three millions of dollars were expended by capitalists, whose interest had been secured, with success only reached when all available funds were nearly exhausted, furnished strikingly dramatic passages in the lecture. He spoke in highest terms of President Dodge and also of the treasurer of the company, whose ability, persistency and optimism had very much to do with the final success.

The Greatest Newspaper Makers' and Printers' Congress

National Press Association Convention at Colorado Springs, June 17-19

Enchanting Excursions Through Garden of the Gods, Up Pike's Peak, Over to Cripple Creek and Other Places of Scenic Grandeur—Visit to the Union Printers' Home and Other Points of Interest

It is too early as yet to announce all the details of the program of the great convention to be held in Colorado Springs on June 17-18-19. However, enough has already been arranged to insure one of the most profitable and interesting occasions in the history of the Association. June is one of the most delightful months in the year for the trip and for the enjoyment of all the wonders of that most enchanting region of the Rocky mountains.

President Moffett announces the appointment of the following heads of departments:

President of Journalism Department; Prof. Charles Dillon, Department of Industrial Journalism, Kansas State Agricultural College, Manhattan, Kansas.

GEORGE SCHLOSSER HIS VALENTINE FEB. 14. 1913
DAKOTA PLOW AND WAGON CO.
CAGED
AS HE REALLY LOOKS
AS THE CARTOONIST SEES HIM
REUNION IN 1914 OF DAKOTANS AFTER 30 YEARS ABSENCE
FINAL PLANS FOR SIOUX FALLS BIG MUSICAL EVENT
LOOKING AFTER LEGISLATION FOR SIOUX FALLS
BOOMING SIOUX FALLS
COMPLETING ARRANGEMENTS FOR BIG FURNACE PLANT
TRYING TO SECURE BEET SUGAR INDUSTRY FOR SIOUX FALLS WITH GOOD PROSPECTS FOR SUCCES
OUT AFTER ANOTHER CONVENTION FOR SIOUX FALLS
PLANNING THE NEXT ANNUAL TRIP OF THE NATIONAL PRESS ASSOCIATION OF AMERICA
YOU HAIN'T NOTHIN' TER DO TILL TERMORROW, HAVE YER?
CHARLES LEDERER

The Busy Secretary of the N. P. A.

President Department of Weekly Papers; F. O. Edgecombe, Editor Signal, Geneva, Nebraska.

President Department of Daily Papers; George B. Lockwood, Editor Evening Press, Muncie, Indiana.

President Cost Congress Department; Robert S. Denham, Cleveland, Ohio.

These are excellent selections and it is certain that most interesting and instructive programs will be presented. Either gentleman named would be able to make his department a success unaided, but it is proposed to call in aid from the most representative men in the country.

The following letter indicates that the work is in progress and there is abundance of time:

Kansas State Agricultural College, Manhattan, Kansas,
Feb. 21, 1913.

B. B. Herbert,
National Printer-Journalist,

My dear Father Herbert: I am working on the program for the department of journalism of the National Press Association for the meeting next June in Colorado Springs. I have asked Professor F. L. Martin of the Missouri State University department of journalism to act as secretary.

For the present I can only say that it is our intention to give two entire sessions to journalism in the next meeting. In this meeting we intend to emphasize these questions: The Newspapers and the Courts; Newspaper English and how to Improve It; Accuracy, the Important Thing to Teach.

Very cordially yours,
CHARLES DILLON.

Like letters have been received from others.

President A. D. Moffett writes as to the general program of the Convention: "I hope to have program in shape in a few days." It will appear in full in the April issue.

Secretary Schlosser reports everything progressing finely and sends the following letter from the secretary of the Colorado Springs Chamber of Commerce to George E. Hosmer, State Committeeman of Colorado, that gives an outline of the enchanting trips and entertainments to be tendered to those who attended this Twenty-eighth Annual Convention of the National Press Association.

TENTATIVE PROGRAM OF ENTERTAINMENT OF CONVENTION

Colorado Springs, Colo., Feb. 3, 1913.

Mr. Geo. E. Hosmer, State Printing Commissioner, Denver, Colo.

Dear Mr. Hosmer: Among the entertainment features which we are planning for the Annual Convention of the National Press Association of America, during the week of June 17th, are the following:

Smoker and entertainment, evening, at the Chamber of Commerce rooms or at the Antlers Hotel;

Trip over the Crystal Park Auto Trip (about one-half day);

Trip up the Mt. Manitou Scenic Incline and visit to Mt. Manitou Park (two to three hours);

Visit to the Cave of the Winds (two to four hours);

Trip through South Cheyenne Canon and to the Seven Falls (probably half a day), followed by a dance at Stratton Park Pavilion, in case this feature is arranged for the evening;

An out-door beef-steak fry or barbecue in connection with some one of these trips, such as the Garden of the Gods or Cheyenne Canon.

Visit to the Manitou Cliff Dwellings (one or two hours);

Visit to the Union Printers Home (two to three hours);

Automobile ride around the city, to various points of interest and over some of the convict-built highways of the Pikes Peak region (two hours to one-half day);

The Cripple Creek Trip (all day);

The Pikes Peak Cog Road trip (one-half day);

Camping out over night in the Garden of the Gods, with spectacular features.

We have not endeavored to make out a detailed program by days as this will depend to a great extent upon the nature of the business meeting. There is sufficient entertainment outlined above for five or six full days, without allowing much time for business meetings; so the program as finally made up will have to be determined in a conference such as was previously suggested at the time Mr. Schlosser comes to Colorado for this purpose. I believe, however, that this will give you a definite basis upon which to figure, and you can see that if the convention begins on either Monday or Tuesday there will be enough to keep the delegates busy the entire week, to Saturday night, in the Pikes Peak Region.

It is understood that the features, as above outlined, are to be in the nature of complimentary entertainment, extended by the Chamber of Commerce and the various scenic trips of the Pikes Peak Region.

You understand the difficulties which may possibly prevent arrangements of this kind with the Cripple Creek trip and the Pikes Peak Cog Road, but at the present time we feel safe in including these features.

Details for the unique features proposed for the Garden of the Gods have not been fully worked out, and the success of this will depend to a certain extent upon the co-operation we can secure from the State Militia, in which matter perhaps you can give us some valuable assistance later on.

We have one or two other features in mind, ,but have not worked them out as yet; and in view of the fact that this program must later be fitted into the business and convention program of your Association, felt that if any additional features were later found practicable, they could later be inserted.

The delay in sending this data has been due to the reorganization of the Chamber of Commerce and the difficulty of securing definite action at this period; also the possibility of complications which arose when it was found that the later date, at one time suggested, conflicted with bookings already made by various of the scenic attractions upon whom we were counting for assistance in this matter. I trust, however, that you have not been greatly inconvenienced and that the plans of the National officers have not been unduly delayed, and assure you that we shall be glad to take up any of these features in detail and to expedite arrangements for the convention and trips of the National Association in every way possible.

I am enclosing an extra copy of this letter which you may forward, if you so desire, to the national officers.

Yours very truly,
A. W. HENDERSON,
Secretary.

✣ ✣ ✣

DEADBEATING PUBLICITY

It is curious that there are men who ought to know better and who profess to be honorable, able and successful business builders, who will seek favors and valuable services with no thought of making any return. Many of these are vain as to their accomplishments and overbearing in their intercourse with those whose goods they impudently seek to appropriate, and they frequently win by their very brazenness and lofty pretentiousness. Editor O. E. Broughton of the Sheboygan, Wis., Press, undertakes to deal with the not unusual manifestations of some of the higher-up-specimens of those who seek the promotion of their own business at the expense of the press. Under the caption "Too Poor to Advertise" he tells as follows of the familiar methods in vogue and of their littleness, if not meanness and dishonesty:

"A number of railroads as well as large automobile concerns have an idea that space in a newspaper can be had for the asking, and that legitimate advertising will be published free, providing it is ingeniously worded.

"The Press is not in this business for its health. In fact, at the present time we are not in need of any medicine of the kind prescribed by those corporations that are to poor to pay for advertising.

"Hardly a mail but what brings to this office several cleverly prepared statements listed as 'Of deep interest to your readers.' We are in close touch with our readers and we can see very little to interest them in the advertisements being sent to us in the form of 'readers.'

"No railroad company, just because they are running a train, would think of giving free passenger service. Our space in our newspaper is for sale just the same as the seats in the passenger train are for sale.

"We prepare our paper with news features and it leaves this office and goes out on its run just the same as the passenger train leaves the station. When some of these agents have an idea that they are going to load down our columns free of charge, they are wasting their time and energy. If they have a good advertising contract we can assure them that it will not find its way to the waste basket, where the kind above referred to are thrown each day upon their arrival.

"We would like to see the automobile business prosper and are willing to aid our local merchants in the disposal of their cars, and now and then we are inclined to run a reader without charge, providing it is of interest. We do not fancy, however, having some automobile expert telling us just what is a benefit to our readers and what is not.

"Our advertising columns are for sale, open to the world, and the man who frames up these letters and sends them to the Press as good live news, is only filling our waste paper basket at his own expense."

✣ ✣ ✣

A MODEL PRESS CONVENTION INVITATION

Office of the Secretary of the Webster City Commercial League

Webster City, Iowa, Feb. 22, 1913.

To the Editor:

To you, who in true brotherly love hold
Communion with the Editors here in March, we speak
A most hearty welcome; for your gayer hours
We have a musicale, reception and a banquet
Of eloquence and good things. Take the trail
March 13, leave business cares behind
And find yourself mingling with the bunch
Where all is joy and there is no sound
Save a gladsome greeting. * * * * * *
So come, for we do invite you to join
The innumerable caravan which moves
To Webster City, where all shall partake
Of pleasures in resplendent halls of myrth.
Whether thou come, bring also your wife or other
Lady friend to be welcomed and sustained and soothed
By our hospitality, they will approach our banquet table
Like one who would be refreshed on life's journey —
And ever after it will be more to them than a pleasant
dream.

With these greetings, we warn you not to miss the big meeting of the Upper Des Moines and Corn Belt Editorial Associations in this city March 13 and 14. The Webster City Commercial League has secured the fine Elks home for the two days' session. Webster City ladies will tender a reception to visiting ladies in the club parlors Thursday afternoon. Thursday evening the League will banquet visiting newspaper men and their friends. A toast program for this affair is being prepared in which prominent editors of the state and leading business men will participate. Following the banquet there will be a grand ball and other festivities. The keys of the city will be yours. Come and let us show you what a live and hustling city can do toward making your stay pleasant and profitable. We are going to strain every effort to make this meeting the largest and most successful these editorial associations have ever held. Extending you a most cordial invitation and hoping we may have the pleasure of seeing you and your friends here, we are

Very truly yours,
THE WEBSTER CITY COMMERCIAL LEAGUE.
E. S. BOUDINOT, President.
J. W. SCHROEDER, Secretary.

MORE WORK THROUGH PUBLICITY

(*Continued from Page 193*)

campaigns throughout America, England, Germany and France.

In response to universal demand, it is reprinted in this form and presented with the compliments of
THE FRANK A. MUNSEY COMPANY.

I believe that some of the imitations were better advertising, if not so good poetry — for instance, that of the National Cash Register Company, which I presume is one of the firms to whose advertising The Frank A. Munsey Company allude. Of course this style of writing is not new by thousands of poetic years. But its use in an advertisement was indeed novel, and made many ad-writers take notice and sit down — and write. Such productions catch the fancy of the public, who are more appreciative of poetic diction than many give them credit for.

The design on the back of this production (No. 8B) would surely be sufficiently ornamental were the three-cornered ornament omitted.

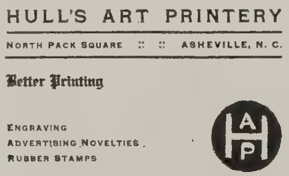
* * *

FROM HULL, O' THE SOUTH

Now this letter was written on June 20, 1910, which was at about the time I gave up this department for a while. I thought I had forwarded it to the National Printer-Journalist, as Mr. Hull is an old, old friend of the other department writers as well as myself:

> Friend Woodworth: I believe it has been about seven or eight years since I contributed anything to your department of the National Printer-Journalist; at least, not since I left my old home in Coshocton, Ohio. I have migrated southward a little, looking for a milder climate, but am not quite satisfied yet, so I expect to locate in Georgia or Alabama this fall.
>
> Am enclosing a few "things" I have done since coming to this section. Also am sending under separate cover a little booklet of "specimens of every day printing."
>
> Am at present employed as foreman of the largest book and job office in this section.
>
> Fraternally yours, HOWARD C. HULL.
> Asheville, N. C.

I learn from the letterhead that Mr. Hull was not only foreman of the Hull-Miller Printing Company, but president and manager as well. I hope he is well, wherever he is, and feel sure that he is still doing work that is not only up-to-date, but also a little ahead of date. Surely this card (No. 9) is up-to-1913, all right, even though it was produced in 1910. The rules are red, as are the words "Better Printing," and the cut is in brown, with the letters in red; the remainder is green, and the stock is cream linen-finish. Mr. Hull was always liberal in sending samples of his work to other contributors, and I hope he will see this comment, and let us hear from him soon.



HULL'S ART PRINTERY
NORTH PACK SQUARE :: :: ASHEVILLE, N. C.
Better Printing
ENGRAVING
ADVERTISING NOVELTIES
RUBBER STAMPS

No. 9

* * *

St. Patrick's Day gives a good chance in many localities for the "holiday" advertising now so popular, presumably because it is so human. What Sentinel was it? — that sent me the handsome and original card with a dhudeen tied to it with a bit of green ribbon, and the words, in green, "You can untie this pipe and wear it today in memory of St. Patrick, who was a good man — he drove the snakes out of Ireland — but remember The Sentinel — which is a good newspaper — it drives the blues away from business men who use its advertising columns." And here is a four-page folder on stock of the color of that which has reached great popularity in textile fabrics under the name of "Paddy green." Shown in different tints are reptiles of various varieties, which it would not be well for many to look on after a St. Patrick's Day banquet were it not for the talismanic emblem of the shamrock, "which," on such nights, "keeps a man from harm." This partly weird but beautiful folder was sent me by the Pirsch Press, of Dayton, Ohio, after St. Patrick's Day in another year. But, wurra! wurra! Why this sheet of bright orange in the center of the production? It is, though, just a facsimile — paper and all — of a commendatory note from the Roycrofters, and they always use this kind of paper — and the initials and ornaments, as well as the typewriting, are in the color most sacred to Erin, so there is really no necessity for wigs on the green. There are three verses that explain the presence of so many reptiles. Though I have an abundance of St. Patrick's Day programs, with many Irish songs and sayings, I have none with this verse:

So success attend St. Patrick's fist,
  For he's a Saint so clever;
Oh! he gave the snakes and toads a twist,
  And bothered them forever!

The toads went pop, the frogs went hop,
  Slap dash into the water;
And the snakes committed suicide
  To save themselves from slaughter.

The timely advertiser will enjoy "the mornin' 's mornin'."

* * *

"BY PARCEL POST" ADVERTISING

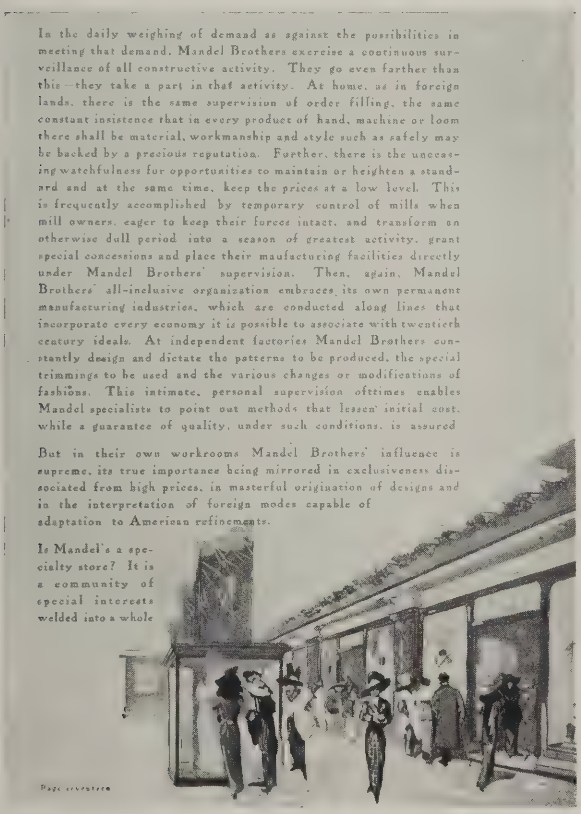
The New York Herald has been foremost in many newspaper innovations, and it is already out with an advertisement regarding a new classification in its famous want columns, namely, "By

Parcel Post." As printed in the Herald, there is a big cut such as the Herald only a short time ago would not print for itself or any other advertiser on any account.

* * *

A DEPARTMENT STORE'S UP-TO-NOW BOOKLET

I was sorry not to be able to accept the invitation of Mandel Brothers, Chicago, to "honour" them with my "presence at the formal opening of their new house of business" recently, but have no doubt some thousands availed themselves of the kind invitation, so that the opening came off with eclat. (I like to use that word once a year or so.) I was, however, glad to get their fine large booklet, "At Milestone Fifty-Seven," which sounds the latest note in high-class booklet making, with its satiny pages, and rare three-color work and vignettes that seem the outlines of a rare dream of the years of more than a half-century.



In the daily weighing of demand as against the possibilities in meeting that demand, Mandel Brothers exercise a continuous surveillance of all constructive activity. They go even farther than this—they take a part in that activity. At home, as in foreign lands, there is the same supervision of order filling, the same constant insistence that in every product of hand, machine or loom there shall be material, workmanship and style such as safely may be backed by a precious reputation. Further, there is the unceasing watchfulness for opportunities to maintain or heighten a standard and at the same time, keep the prices at a low level. This is frequently accomplished by temporary control of mills when mill owners, eager to keep their forces intact, and transform an otherwise dull period into a season of greatest activity, grant special concessions and place their maufacturing facilities directly under Mandel Brothers' supervision. Then, again, Mandel Brothers' all-inclusive organization embraces its own permanent manufacturing industries, which are conducted along lines that incorporate every economy it is possible to associate with twentieth century ideals. At independent factories Mandel Brothers constantly design and dictate the patterns to be produced, the special trimmings to be used and the various changes or modifications of fashions. This intimate, personal supervision ofttimes enables Mandel specialists to point out methods that lessen initial cost, while a guarantee of quality, under such conditions, is assured

But in their own workrooms Mandel Brothers' influence is supreme, its true importance being mirrored in exclusiveness dissociated from high prices, in masterful origination of designs and in the interpretation of foreign modes capable of adaptation to American refinements.

Is Mandel's a specialty store? It is a community of special interests welded into a whole

No. 11a

Perhaps some faint idea of the book can be given by a reproduction of one of the pages (11A) with one of the numerous wash-drawings in three colors. A half-tone may bring out the very faint orange vignette in the upper corner. The remarkable part of the booklet from a compositor's point of view is the spacing between the Avil that prevails throughout.

PRINTING HOUSE CRAFTSMEN MEET

The Philadelphia Club of Printing House Craftsmen held its regular monthly dinner and celebrated the third anniversary on February 13, 1913, at the Continental Hotel. About one hundred and thirty-two members and guests sat down to a most bountiful spread.

The speaker of the evening was Mr. Herman Loeb, director of the Department of Supplies of Philadelphia. He took no particular subject for his talk, but spoke in a very reminiscent way, saying how he had always enjoyed the smell of ink and paper and it was because of his love for the art preservative that he was persuaded to address us. Speaking further he told us of all the great men who had been printers and said that it must be the men of this and other like clubs that were to fill these places.

As this was anniversary night and that members of the New York Club of Printig House Craftsmen were instrumental in helping us to organize, we invited them to help us celebrate. About twenty-six of the New Yorkers responded and we certainly did enjoy their being with us.

President Sorensen called upon several of the New York members to give us a few words, among them being Mr. Sherwood, president of the New York Club; Mr. Morrison, Mr. Odell and Mr. Kendricks, all of whom, after a few knocks about this little berg, wound up by giving us many words of encouragement. Others to give us a short talk and help boost the Philadelphia Club were Mr. Griffith, of the Chas. Eneu Johnson Co., and our Vice President, Mr. H. Wigo. Mr. Griffith dwelt at some length on the good printing had done and was doing for humanity.

After basking in the radiance of this feast of eloquence for two and a half hours we were again to be given a treat by the entertainment committee who had prepared several numbers of exceptional merit.

The club adjourned at 11:45, but I am not sure all of the New York members are home yet as Mr. Bingham and several other members wished to show them what beautiful roof gardens and club houses Philadelphia had.

—N. E. HOPKINS, Sec'y.

* * *

FELLOWSHIP CLUB YEAR BOOK

THE FELLOWCRAFT CLUB
Graphic Arts
Euclid Arcade Building
Cleveland, O., Jan. 31, 1913.

National Printer-Journalist, 4618 Ravenswood Park, Chicago, Ill.

Gentlemen: The Fellowcraft of Cleveland has just issued a Year Book. It contains a list of officers since the inception of the club ten years ago, a group of views of the club rooms, a brief history of the club and the total paid up membership to the first of the year.

The club held its annual meeting on Tuesday, January 28th, and the following Board of Trustees were elected for the ensuing year:

Chas. U. Davis, of Davis & Cannon;
Chas. P. Carl, of The J. B. Savage Co.;
P. N. Calvert, of The Calvert-Hatch Co.;
Chas. Eisele, of A. J. Watt;
W. D. Frank, of The Gardner Printing Co.;
J. P. Corker, of The Ault & Wiborg Co.

The trustees met after the annual meeting and elected the following officers:

President, C. U. Davis;
Vice President, P. N. Calvert;
Treasurer, Chas. P. Carl.

The Secretary, Chairman of the Membership Committee, Chairman of House Committee, Chairman of the Entertainment Committee, are appointive positions by the President, and same will be filled at the next meeting of the Board of Trustees.

Yours very truly,
THE FELLOWCRAFT CLUB,
P. N. Calvert, Secretary.

Manufacturing Photo-Engravers of the Middle Atlantic States in Session

At Philadelphia on February 7 and 8 there was held an important Mid-Winter Conference by the Manufacturing Photo-Engravers of the Middle-Atlantic States. The conference, in its object, program and plans of work, is of educative value to all members of, and workers in, organizations for the promotion of the best interests of all departments of newspaper making, printing and allied trades.

Mr. H. A. Gatchel of Gatchel & Manning, Philadelphia, writes as follows of the objects had in view:

"This Conference was held with the idea of arousing interest and enthusiasm among the manufacturing photo-engravers of this section, so that along educational lines, there would be a better realization of the importance of the photo-engraving industry and the possibilities of development and extension and a better knowledge of the cost of producing their work, which would be accomplished by a membership and an active interest in the International Association of Manufacturing Photo-Engravers."

MID-WINTER CONFERENCE
OF MFG. PHOTO ENGRAVERS OF THE ATLANTIC COAST
HELD AT PHILA. PA. — FEB. 7-8

There is great need of "arousing interest and enthusiasm" among all members of local and state associations or clubs of newspaper makers and printers, to the end that the national organizations may become truly effective and useful.

The following was the interesting program, useful in suggestions:

Address of welcome, Mayor Blankenburg.
Reply to address of welcome, E. W. Houser.
Election of permanent chairman.
Election of permanent secretary.
Reading of communications.
Address, Max Levy.

"What Is I. A. P. E. Doing, and What Does It Intend to Do?" Louis Flader.

"Benefits to Be Derived from Sectional Meetings," H. V. Hurst.

"Importance of Being Able to Calculate the Cost of Your Finished Product," C. A. Stinson.

"Should Prices Be Standardized Sectionally as Well as Locally?" H. C. C. Stiles.

"Should a Uniform Cost System Be Adopted?" L. B. Folsom.

"To See Ourselves as Others See Us," E. R. Currier, Curtis Publishing Company.

Practical demonstration in estimating, direction of I. H. Rubin.

"The Photo-Engraver-at-law," A. W. Sanson, Esq.

"Efficiency in Production from a Practical Standpoint," John R. Bevan.

"Demoralization and Losses Arising from the Handling of 'Fillers,'" B. F. James.

"Extension of Credits," Joseph H. Weeks.

"Cost and Sale of Art Works," George Underdown.

"Methods of Selling," H. A. Gatchel.

"Ethics — 'Our Duty One to the Other.'— John M. Keenan.

The plan of having national officers to visit, address and confer with the members of subordinate or state and local bodies should be adopted by the National Press Association.

A dinner was tendered to the attendants upon the conference, Friday evening, February 7, by the Philadelphia Association of Photo-Engravers, and through the courtesy of Gatchel & Manning we are enabled to present an excellent half-tone illustration of the banquet scene at the Philadelphia Bourse Building. The faces that look out, in portraiture, are of young, bright, progressive men, and tell, at a glance, of the wonderful development, extension and progress of the photo-engravers' art, that has become the indispensable handmaiden of printing, art, catalog and book publishing, advertising and newspaper making, within only twenty-five years.

National Advertising Publicity and Allied Trades Exposition

HARRY COCHRANE
President of Exposition

Expositions have come to be markers of the world's advance and it would be impossible to conceive of any other show of the products of men that would be more typical than one at which will be displayed all the wonderful advances and improvements, new inventions of machinery and appliances, in the art and calling of printing, through the use of which it has been made possible to give to all men all the knowledge, news or information gathered from all the world, in all lines of human interest and endeavor.

Present civilization and the wonderful advances in business and in transportation, mining, agriculture and all the manufacturing industries have been made largely possible through the attainments made in the new appliances in the arts of printing and illustration, by which all the world, all workers, inventors and promoters may know of the possibilities and ways of accomplishment.

The expositions in the line of the printing art have made great strides in the last few years and the one at Cincinnati, last year, furnished such an example and effected such a record as would previously have been deemed beyond all possibilities of attainment.

Now, however, a greater is to be held in New York City, a location especially favorable for the collecting of great exhibits in all lines of the graphic arts. The exposition is to include not only printing with all the new wonders of composing machines, and of type-casting, of rotary, color, web, straight-line, tabular, art and automatic presses — as well as of the improved older styles of two revolution and job presses, that hold their own in the face of all changes — but also lithographing and book-binding machines, office equipment, advertising, publishing and allied trades.

In charge of this Exposition, as President, is Harry A. Cochrane, who has shown himself to be a man of resourcefulness and enterprise. He is a trained manager of expositions who does large things in a large way. He has taken upon himself, with the aid and backing of leaders in the craft and allied trades, the no small task of showing the great graphic arts industry in all its departments and connected branches and in the directly dependent callings.

The hearty co-operation of all the leading printing trade and technical journals was secured at the start as well as of the leading organizations of printers. The exposition has the endorsement of the Printers' League of America, New York Master Printers' Association, Ben Franklin Club of America, the Electrotypers' Board of Trade of New York, and the United Typothetae of America.

Fortunately or wisely, the exposition is to cover the same dates as those of the conventions in New York City, of the American Newspaper Publishers' Association, Associated Press and Printers' League of America.

Enterprising manufacturers and the leading dealers are sending out tickets to the trade in amounts running all the way from 20,000 to 60,000, and 150,000 tickets will be judiciously distributed to leading business establishments, the users of printed matter, so that the buying public may be made the better acquainted with the requirements for the proper equipment of modern printing offices and the great improvements and advancements that have been made, that have rendered it possible to meet every demand of the great industrial and commercial establishments with all their improved lines of machinery, appliances and products, needing description, illustration and advertising among the increasing tens and hundreds of thousands of possible buyers.

This Exposition will be a means of better understanding between producers and purchasers, manufacturers and users, and should prove, in many ways, a liberal education affording a broadness of views, and prove a helper to more and better equipment of offices for efficiency, economy and greater and better production and accomplishment.

The dates of the exposition, are April 19 to 26 inclusive — a whole week and every minute allowed can be well employed in viewing and studying the exhibits and then there will be much remaining for after study and inquiry, although one can see and clearly understand more in an hour than could be learned by reading in a month, with regard tc the action of new machines.

* * *

"CANNOT AFFORD TO MISS A NUMBER"

THE NEWS PUBLISHING COMPANY
Printing a Little Better
Than Seems Necessary
Middlebourne, W. Va., Feb. 16, 1913.

National Printer-Journalist, Chicago, Ill.

I simply cannot afford to miss a number. I assure you it is read in our office with great pleasure, and the only fault I find is that we cannot receive it each week.

Again thanking you for the interest manifested in my work, I beg to remain,

Sincerely yours,
CHAS. ASHCROFT, Mgr.,
The News Publishing Co.

Secretary Sheasgreen Takes Office

On the 1st of February, Secretary E. E. Sheasgreen of the Ben Franklin Club of America took over the duties of office from his predecessor and any communications addressed to him at his office, 1110 Harris Trust building, will receive attention.

Secretary Sheasgreen has the following message to the workers in the cause of improving conditions in the printing craft:

In taking up the new duties of secretary of the Ben Franklin Club of America, I wish to say that I appreciate both the honor and the responsibility.

It has been a great privilege to have had for many years a hand in this movement of progression that is sweeping printerdom. The last four years have been of vital importance to the craft — years which I have spent in the closest touch possible with conditions in many cities. To have installed cost-finding systems in a large number of plants, large and small, under all conditions; to have had the opportunity of studying the many different reasons why some of these plants have been failures, while others have been successes, and to have had the privilege of studying human nature, are experiences such as money could never buy — experiences never to be forgotten, but all of them with pleasant recollections.

E. E. Sheasgreen

Greater tasks still lay before all of us who are members of and workers in this great movement. We must be hard at the labors of our organization every day. We must not lose faith in our fellow man if results come slowly. Let us be comforted with the thought that human nature is very much the same wherever we look and also that enterprises do not differ materially one from another. Even though we find men engaged in printing or its allied trades, each has the same kind of problems to solve, each is feeling the same disappointments at failure, or joys at success.

Man is a natural complete organization within himself, and just as there are natural laws that govern the organization of the universe, likewise the same laws govern man in following the conduct of his affairs.

If men believe in themselves it is natural for them to believe in organization, and to organize in various bodies, though some think they are powerful enough to be independent of all men.

It is by and with the help of those who do believe in organization that the work of Ben Franklinism is to be advanced and in which work it has fallen to my lot to have a hand. Just as you gave freely and kindly of your moral and financial support to the retiring secretary, backing him most loyally wherever and whenever the needs demanded, it is asked that you continue to give the efforts of this office and of your secretary, the same consideration, for he needs your help and friendship.

During the coming year let us all strive harder than ever in the interests of one great powerful influence that will exert itself among the printers of this country and gradually lift the craft and mankind in general to a higher plane

* * *

THE DEVIL'S PRAYER

O Lord, I pray thee, make me a good Printer. Make me as wise as the proof-reader, who carries a dictionary in each of his vest pockets, and as honest as Bill, the pressman, who borrowed a quad last spring to use as a feed guide and returned it yesterday, as good as new: make me to be faithful as Jerry, the stone-man, who comes down to the shop every Sunday and cleans up the pi he has made during the week: as industrious as Old Tom, the comp., who has not missed a day at his frame since he came to work for the firm twenty years ago: and lastly, O Lord, make me as patient as the poor Boss, who has put up with my deviltry for three mortal years, and paid me good hard cash for the privilege!

— Roscoe E. Haynes, Fairport, N. Y.

* * *

"A GREAT PUBLICATION"

Sedalia, Mo., Feb. 15, 1913.

Col. B. B. Herbert,
Chicago, Ill.

My Dear Herbert: I think it was in February or March, 1885, I attended the New Orleans Exposition, and one day, wandering about the place, I noticed a sign on the side of a door which read as follows:

NATIONAL EDITORIAL ASSOCIATION
MEETS HERE TODAY!

I looked at the sign several times that day and I did not enter, because I thought it was the method of some resourceful rascal with an advertising scheme with which he wanted to "work" the press.

I was woefully mistaken and have always regretted I did not break in that place when the sign was so prominent.

Then later the National Journalist was started, and I have taken it ever since — not missed an issue.

It is a great publication and I am proud of it, and I congratulate you on publishing it twenty-five years. The good it has done me and my help cannot be calculated. I have bound something like twenty volumes and loaned the bound volumes to the Missouri School of Journalism at Columbia, Mo.

Again I want The Journalist, and enclosed please find exchange calling for two dollars, and it calls for The Journalist for the year 1913. Can I get it?

With best wishes and kind personal regards, I beg to remain, Very sincerely,

J. WEST GOODWIN.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

ONE of the most deplorable features of the newspaper business is the apparent lack of appreciation on the part of a portion, and I sometimes suspicion a very large portion, of the people. I have noticed, and no doubt you, too, dear reader, have noticed, that people will spend their money freely for almost anything else they crave, but stoop to many stingy little tricks to avoid subscribing for their home paper.

It has often been argued that the reason why this is true is because newspapers are not a necessity, but I assert that the reason why a great many such people do not buy it, is not because literature is not a necessity to their happiness, but merely because it has become habitual, yea, even hereditary with some of them, to get their reading matter for nothing. The very familiar term so fondly applied to printing, "the art preservative," holds the explanation as to why so few printers have grown wealthy. If books and newspapers, like bread, were consumed by use, how us printers would thrive! But a book, and, for a time, at least, even a newspaper is quite as valuable after its purchaser has used it as it was the moment it came from the press, hence the opportunity for the great branch of leeches in the human family to profit by the labors of a noble profession without contributing a cent toward that profession's support. People who wouldn't think of borrowing regularly from any other of their neighbors' possessions, will ask the loan of books and papers without a blush.

Doubtless nothing else which poor folks can afford comes as cheap (quality, quantity and benefit considered) as a weekly newspaper, yet the average family will see to it that every other of their wants is satisfied before they think of contributing a dollar to the support of the home newspaper. Even those who are known to spend much money foolishly, and those who are given to more or less extravagance, are often quite economical in buying reading matter. This is not because they do not read, as a rule, but simply because they do not realize the newspaper's importance in the world's advancement,, nor appreciate the value of a print-shop in the community.

An incident nicely illustrating this point came to my personal notice just lately. A couple of young men were going away to college. One of them called to place a 25-cent subscription for the home paper. As he kindly paid over the insignificant sum, he requested that, if his colleague should happen to call for the same purpose, it would be a favor if we should apprise him of the fact that the paper had already been ordered. The two young men planned on rooming together in the college town. Individually they were provided with everything each would require during the term, but the newspaper had been singled out as the one thing which could be shared together — and yet the pleasure of receiving that paper during the time which they expected to be away from home cost them the mere sum of 25 cents — a sum which either one of these young men would throw away on almost anything that might attract his fancy, without a moment's hesitation.

And, now, in conclusion, why is it that the masses figure so closely whenever it comes to dealing with the printer-journalist? Is it more the public's fault than it is the fault of the printers themselves? I believe the printers themselves are responsible for at least a part of their troubles, and the chief way by which they are responsible is through their characteristic modesty in demanding their rights and impressing their own importance upon the people at large. No other class of business men ought to be better known to the power in printers' ink and the irresistible influence of publicity, yet how many of us lack the courage to force the fact of the importance of our own calling upon our readers! But it's time we all got over that silly old-fashioned sentiment — it's time we all took up our own horns and begun to lustily toot them. Thus the public may mentally become educated above slighting their newspaper men, or shamed into broader liberality.

✣ ✣ ✣

Fremont, Mich., Dec. 20, 1912.

O. Byron Copper, De Soto, Wisconsin.

Dear Sir: Under separate cover we are sending you a copy of our paper, The Fremont Times-Indicator, which we hope you will use as an object of criticism in the National Printer-Journalist. We took this copy from a few left of this issue and notice a few nigger heads in an adv. on the 3rd page. These were noticed shortly after we began press work so appear in only a small part of the issue.

Respectfully yours,
TIMES-INDICATOR.

In many respects the Fremont Times-Indicator is a remarkably fine newspaper product. Its columns are resplendent in modern faces and the presswork is beyond reproach. The contents are both abundant and excellent. There are a number of bright, attractive headed stories, a lot of short locals and personal mention, a pageful of country correspondence and "other things too numerous to mention." One fact that instantly impresses me favorably is the fine uniformity maintained in head styles. There is evidence of the expenditure of both care and skill in making this feature correct. That it paid, there can be no question. A seven-column quarto, printed entirely at home, is a thing of joy to a newspaper man, provided other things are as equal, as they are generally throughout this specimen. There is not one of the great fifty-six columns in this sheet but which contains something worth while — and as for displayed advertisements, for quantity and quality those in this paper are seldom excelled. These ads have all been skilfully handled, too. But now for the other side of the story: It seems a shame that under conditions so favorable for the ideal, one should find that quality so far from being realized. Why were it not possible in so roomy a sheet to preserve a front page free from displayed matter? And why, too, with the opportunity so inviting, were it not possible to maintain the ideal in the arrangement of matter in other pages? This is really the only point in this sheet that presses it below the standards of excellence — this littered aspect of its pages caused by scattering displayed spaces to the four corners of each page to accomplish that which is just as easily accomplished by following the ideal method of makeup so often uotlined in these columns — namely, to get the greatest possible number of ads next to pure reading matter. Before closing I want to congratulate the Times-Indicator publishers on the fact of having a classified want column. It's a mighty good thing, and a profitable thing for any weekly, if properly handled and boosted occasionally in other columns.

✣ ✣ ✣

Fowler, Kansas, Dec. 16, 1912.

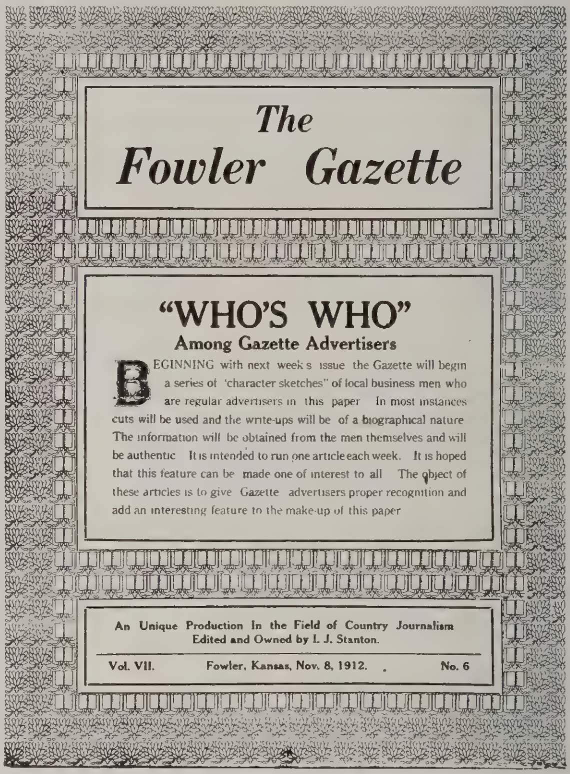
O. Byron Copper, De Soto, Wis.

My dear Mr. Copper: After so long a time I have mustered up courage to send you a few copies of the Fowler Gazette, which was changed to magazine form in the issue of Nov. 1. I send you these papers with some misgivings, for I have not yet learned what the penalty is for a country editor to step out of the beaten path and do things different. Yet I believe you will view the matter in the right light and commend or criticise as the needs appear.

The work on this paper was all done in my shop by one printer and myself. As I am also postmaster the paper represents the work of about one man and a half. I take a special delight in the mechanical end of my paper as well as the editorial part and I want to say that I never enjoyed anything better in my life than the making of this "newsazine," as you term it.

In criticising this effort again kindly remember that it comes from a non-county seat town of less than 600 inhabitants, from a county of 5,000 population and from the oft defamed "Shortgrass" section of the great state of Kansas. It comes from a nook out here where things grow different from any other corner in the great-out-of-doors.

The idea of this change has long been with me and before I made the venture I was firmly convinced that it was practical. In practically every feature I considered, before making the venture, I have verified and found that my calculations were well founded. In fact, Gazette readers, as well as advertisers, are far better pleased with the paper than I ever dreamed they would be. Business has picked up from the first issue and an enthusiasm is in evidence that never was apparent before. More copies of the paper are being filed away for "keeps," more copies are being sent to friends in other places and more extra copies are being sold than ever before.



The
Fowler Gazette

"WHO'S WHO"
Among Gazette Advertisers

BEGINNING with next week's issue the Gazette will begin a series of "character sketches" of local business men who are regular advertisers in this paper. In most instances cuts will be used and the write-ups will be of a biographical nature. The information will be obtained from the men themselves and will be authentic. It is intended to run one article each week. It is hoped that this feature can be made one of interest to all. The object of these articles is to give Gazette advertisers proper recognition and add an interesting feature to the make-up of this paper.

An Unique Production In the Field of Country Journalism
Edited and Owned by I. J. Stanton.

Vol. VII. Fowler, Kansas, Nov. 8, 1912. No. 6

No. 1

I realized that I was making quite a venture and financially I was not able to make a mistake but so far I am highly pleased from every standpoint.

However, I do not intend to say that I am satisfied with the Gazette as it is, but consider that it is as good as I could expect for the first few issues. I hope, as the weeks, months and years go by, to make it something that will be a real credit to the profession which I represent as well as a profitable venture from a financial standpoint.

You will gather from my first issue that an editorial page will appear only once a month. I find that it is practically impossible to get up a good bunch of editorial stuff each week, and do what other work I am compelled to do. Then I want to give the country correspondents a chance to be "it." I may be wrong but I have always held that the successful country paper is the one which encourages a large number of rural correspondents, the more the better. I have been in the business only about six years but I have had no occasion to change my mind about that point.

In the issue of December 6, I presented the first editorial page since I changed the form. On this page nothing will appear but my own stuff. It may not amount to much but it is my "say," and I believe every editor ought to have his say once in a while in order for his readers to get acquainted with him. The paper without editorials, in my opinion, now and then, don't amount to much.

There is some more expense to putting out the Gazette in this form but if the added receipts will not offset this added cost there is one thing very sure: the pleasure attending the finished product more than makes up the deficit.

Again I repeat that I have many more features in mind which I hope to see in my paper in the future but I will have to wait until President-elect Wilson gets his new postmasters installed when I will have more time for newspaper work.

Awaiting your criticism and comments, should they find a place in the valuable National Printer-Journalist, I am,

Yours fraternally,
I. J. STANTON.

I sincerely hope that none of my readers will pass over the foregoing letter, thinking it not worth while to read. It is really better than anything I could have penned to fill the same space, and, I am pleased to add, embodies several of my own pet ideas. But, with no further comment on the letter, I am anxious to turn my attention to the "newsazine," as I have christened Brother Stanton's new newspaper creation, which is a country newspaper in magazine form. The size of the page is 8 x 11 inches. Exhibit No. 1 shows the cover page regularly used and Exhibit No. 2 that of one of the special monthly numbers, of which one appears during the first week in each month. The Gazette in its novel new form makes a dainty thing in the way of a newspaper and an extremely handy thing to handle and read. Each page regularly contains three 13-em columns, with a pica between them, making the entire width of page 41 picas. A single wire staple at the center holds the several folds together. The regular size is sixteen pages, including the cover, which, as yet, consists of the same quality of stock used in other pages, which is a fair quality of white print, but I surmise that some day Brother Stanton will want a cover of a different grade and color, especially on the special monthly issue. These neat little pages offer an excellent opportunity for fancy ad-setting and I heartily congratulate the makers on the handsome way in which they are improving the opportunity. Specimens No. 3 to No. 8, inclusive, fully exemplify the remark. The presswork on this "newsazine" is

THE
FOWLER GAZETTE

Published Weekly at
Fowler in the Artesian Valley of Meade County, Kansas.

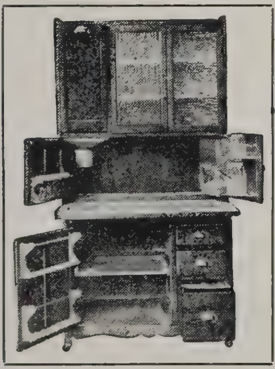
Volume VII. **Number 5.**

Typical Scene in the Artesian Valley, Near Fowler.

The First Issue of the Only Country Magazine Published.

No. 2

ECONOMIZE!



This can be done in the Kitchen, if you have a KITCHEN CABINET

It saves unnecessary steps, time and labor. We have a nice line of them on hand. Also those other pieces of Furniture you have been needing for so long.

Don't forget it will snow before long and you will need a HEATER. Call and see us and get our prices.

EXTRA SPECIAL:

We will give TEN PER CENT DISCOUNT on 9x10 Axminster, Velvet and Tapestry Rugs for 10 Days Only beginning Nov. 11. We have a large supply on hand; now is the time to buy. YOURS FOR BUSINESS,

RICH & THOMAN

No. 3

Please Remember

THAT WE are still doing business at the Old Stand, with a full line of DRY GOODS and CLOTHING for Men and Women, Boys and Girls.

Just received another shipment of the FAMOUS WHITE HOUSE SHOES. See our line of Misses' and Ladies' CLOAKS and SUITS, they are beauties, and are not only up-to-date, but are up to NOW. Also our line of SUITS and OVERCOATS for Men and Boys is new and complete.

Our Grocery stock is fresh and clean, and while we claim to be the cheapest house in town, we consider QUALITY FIRST. Come in and see us; we will treat you right.

The Peoples Store

No. 4

Everything to Eat and Wear

Don't go all day with cold wet feet, when you can get a pair of Overshoes or Rubbers, for so little cost, and be comfortable. We are just now unpacking one of the largest and most complete lines of Rubber Goods that has ever come to Fowler, and the price is as low as the lowest, quality considered. Remember also that we have the Snappiest Line of Ladies' and Misses Tailored Suits ever seen in a town of this size. Also our line of Ladies', Misses', and Children's Coats is complete in every detail. You have only to examine these goods to be convinced of the extra values we offer We invite inspection and defy competition. For Men and Boys we have an up-to-date Line of

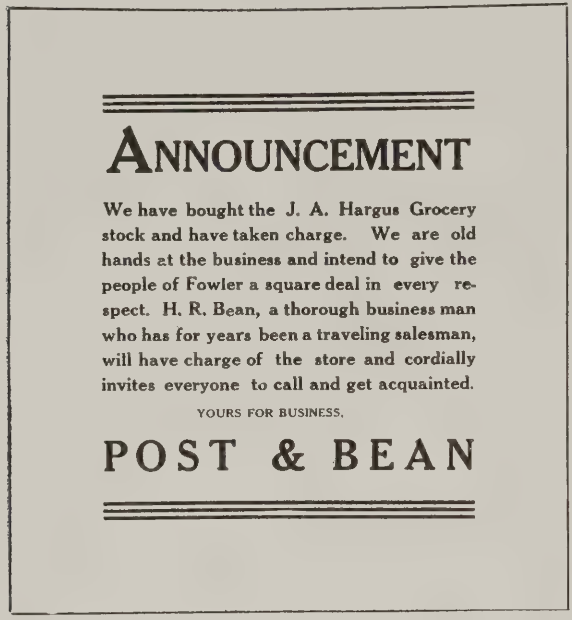
HATS, CAPS, SUITS AND OVERCOATS.

Yes, and Shoes for the whole family. We sell Groceries all the time, and pay the highest market price for Produce. When in need of anything in our line, come in. You will be treated right whether you buy or not

The People's Store

No. 5

as high grade as the idea embodied in this cute little sheet, which this Southwestern Kansas editor is working out down there in the "shortgrass country." Once a month, as intimated in the letter above, Brother Stanton "has his say" in an exclusive editorial page; and, without flattery, I must sincerely commend the choice of subject and the charming originality of the paragraphs of which that page is composed. The editor has that enviable gift of interesting and gripping his reader. This is, in fact, an editorial department right after my own heart, planned strictly in accord with ideals as set forth fully in a past installment of this department of the N. P.-J. As a fitting climax to this review, although the project is as yet hardly out of the experimental stage, I most emphatically commend Brother Stanton's initiative and wish him an abundance of success in his interesting departure in country journalism.



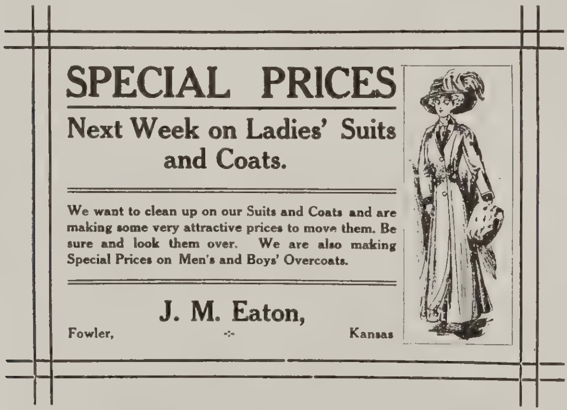
ANNOUNCEMENT

We have bought the J. A. Hargus Grocery stock and have taken charge. We are old hands at the business and intend to give the people of Fowler a square deal in every respect. H. R. Bean, a thorough business man who has for years been a traveling salesman, will have charge of the store and cordially invites everyone to call and get acquainted.

YOURS FOR BUSINESS,

POST & BEAN

No. 6



SPECIAL PRICES

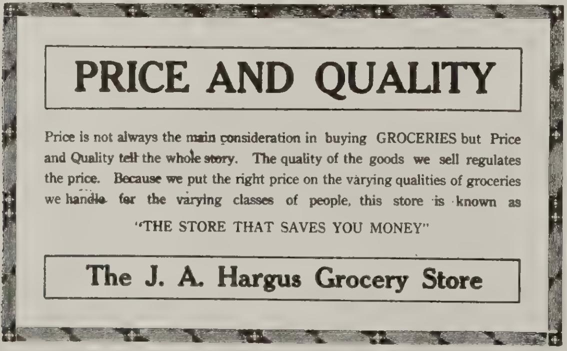
Next Week on Ladies' Suits and Coats.

We want to clean up on our Suits and Coats and are making some very attractive prices to move them. Be sure and look them over. We are also making Special Prices on Men's and Boys' Overcoats.

J. M. Eaton,

Fowler, -:- Kansas

No. 7



PRICE AND QUALITY

Price is not always the main consideration in buying GROCERIES but Price and Quality tell the whole story. The quality of the goods we sell regulates the price. Because we put the right price on the varying qualities of groceries we handle for the varying classes of people, this store is known as

"THE STORE THAT SAVES YOU MONEY"

The J. A. Hargus Grocery Store

No. 8

✣ ✣ ✣

Eau Claire, Mich., Dec. 14, 1912.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: As you are the critic for the National Printer-Journalist, and we value your opinion highly, our foreman, Mr. L. B. Voke, sent you a copy of our Christmas number.

This issue was printed on a Diamond Cylinder, and the regular force did it, a woman and a boy being employed extra for folding only.

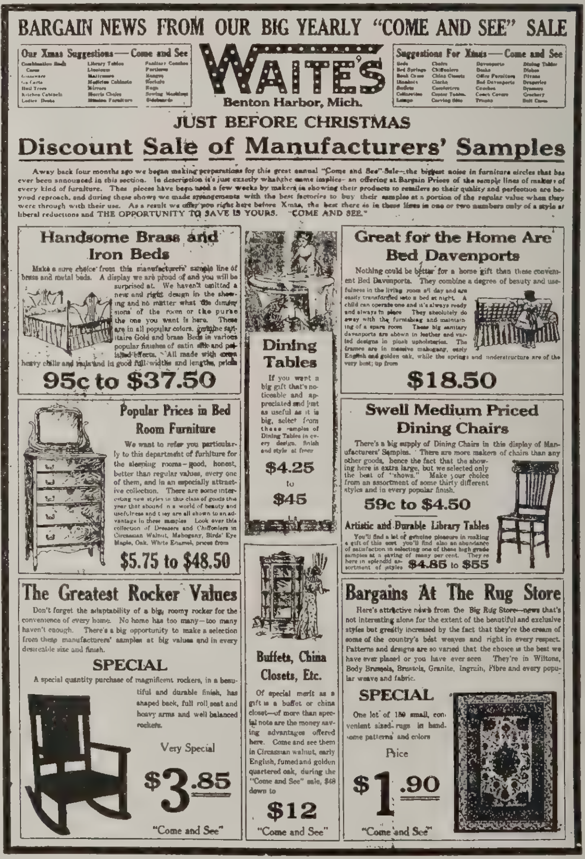
Eau Claire has less than 500 population and we thought 18 pages, issued a year ago, was pretty good work, but to handle the business, had to beat it four pages this year.

There are nearly 2,000 inches of display advertising and nearly 500 lines of paid readers, the total business of the issue figuring $229.09.

We enjoy your department very much and would find it as hard to get along without your department as we would without the National Printer-Journalist.

Very truly yours,
O. C. WALTSGOTT.

Brother Waltsgott's paper is that Berrien County Journal, which is published in the "biggest little town in Michigan." This is a sort of slogan with the Journal-makers, and I cannot see, with the above cold facts confronting one, how it can be doubted. Think of a twenty-two-page newspaper



BARGAIN NEWS FROM OUR BIG YEARLY "COME AND SEE" SALE

Our Xmas Suggestions—Come and See

Combination Book Cases
Glassware
Go-Carts
Hall Trees
Kitchen Cabinets
Ladies' Desks
Library Tables
Linoleums
Mattresses
Medicine Cabinets
Mirrors
Morris Chairs
Mission Furniture
[illegible]
Portieres
[illegible]
Rockers
Rugs
Sewing Machines
Sideboards

WAITE'S

Benton Harbor, Mich.

Suggestions For Xmas—Come and See

Beds
Bed Springs
Book Cases
Blankets
Buffets
Cellarettes
Lamps
Chairs
Chiffoniers
China Closets
Clocks
Comforters
Center Tables
Carving Sets
Davenports
Desks
Office Furniture
Bed Davenports
Couches
Couch Covers
Trunks
Dining Tables
Dishes
Divans
Draperies
Dressers
Crockery
Suit Cases

JUST BEFORE CHRISTMAS

Discount Sale of Manufacturers' Samples

Away back four months ago we began making preparations for this great annual "Come and See" Sale—the biggest noise in furniture circles that has ever been announced in this section. In description it's just exactly what the name implies—an offering at Bargain Prices of the sample lines of makers of every kind of furniture. Thes pieces have been used a few weeks by makers in showing their products to retailers so their quality and perfection are beyond reproach, and during these shows we made arrangements with the best factories to buy their samples at a portion of the regular value when they were through with their use. As a result we offer you right here before Xmas, the best there is in these lines in one or two numbers only of a style at liberal reductions and THE OPPORTUNITY TO SAVE IS YOURS. "COME AND SEE."

Handsome Brass and Iron Beds

Make a sure choice from this manufacturers' sample line of brass and metal beds. A display we are proud of and you will be surprised at. We haven't omitted a new and right design in the showing and no matter what the dimensions of the room or the purse the one you want is here. These are in all popular colors, genuine sanitaire Gold and brass Beds in various popular finishes of satin and polished effects. All made with extra heavy chills and rails and in good full widths and lengths, prices

95c to $37.50

Popular Prices in Bed Room Furniture

We want to refer you particularly to this department of furniture for the sleeping rooms—good, honest, better than regular values, every one of them, and in an especially attractive collection. There are some interesting new styles in this class of goods this year that abound in a world of beauty and usefulness and they are all shown to an advantage in these samples. Look over this collection of Dressers and Chiffoniers in Circassian Walnut, Mahogany, Birds' Eye Maple, Oak, White Enamel, prices from

$5.75 to $48.50

The Greatest Rocker Values

Don't forget the adaptability of a big, roomy rocker for the convenience of every home. No home has too many—too many haven't enough. There's a big opportunity to make a selection from these manufacturers' samples at big values and in every desireable size and finish.

SPECIAL

A special quantity purchase of magnificent rockers, in a beautiful and durable finish, has shaped back, full roll seat and heavy arms and well balanced rockers.

Very Special

$3.85

"Come and See"

Dining Tables

If you want a big gift that's noticeable and appreciated and just as useful as it is big, select from these samples of Dining Tables in every design, finish and style at from

$4.25

to

$45

Buffets, China Closets, Etc.

Of special merit as a gift is a buffet or china closet—of more than special note are the money saving advantages offered here. Come and see them in Circassian walnut, early English, fumed and golden quartered oak, during the "Come and See" sale, $48 down to

$12

"Come and See"

Great for the Home Are Bed Davenports

Nothing could be better for a home gift than these convenient Bed Davenports. They combine a degree of beauty and usefulness in the living room all day and are easily transformed into a bed at night. A child can operate one and it's always ready and always in place. They absolutely do away with the furnishing and maintaining of a spare room. These big sanitary davenports are shown in leather and varied designs in plush upholsteries. The frames are in massive mahogany, early English and golden oak, while the springs and understructure are of the very best; up from

$18.50

Swell Medium Priced Dining Chairs

There's a big supply of Dining Chairs in this display of Manufacturers' Samples. There are more makers of chairs than any other goods, hence the fact that the showing here is extra large, but we selected only the best of "shows." Make your choice from an assortment of some thirty different styles and in every popular finish.

59c to $4.50

Artistic and Durable Library Tables

You'll find a lot of genuine pleasure in making a gift of this sort. you'll find also an abundance of satisfaction in selecting one of these high grade samples at a saving of many per cent. They're here in splendid assortment of styles $4.85 to $55

Bargains At The Rug Store

Here's attractive news from the Big Rug Store—news that's not interesting alone for the extent of the beautiful and exclusive styles but greatly increased by the fact that they're the cream of some of the country's best weaves and right in every respect. Patterns and designs are so varied that the choice is the best we have ever placed or you have ever seen. They're in Wiltons, Body Brussels, Brussels, Granite, Ingrain, Fibre and every popular weave and fabric.

SPECIAL

One lot of 150 small, convenient sized rugs in handsome patterns and colors

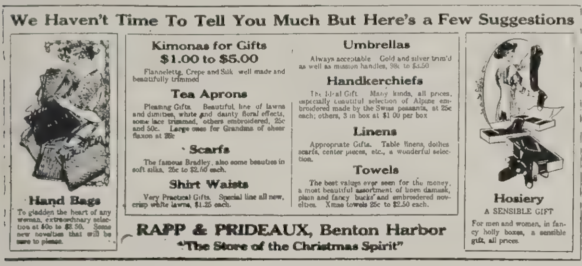
Price

$1.90

"Come and See"

No. 9

emanating from a town of only 500 population — and, what is more remarkable, this big twenty-two-page newspaper was not only right up-to-date in every particular, but every feature of its making was eminently high grade — editorial work, composition, press work, were all just about as good as you'll find 'em in the country — and that's quite as often as you'll find 'em anywhere, for the brains of our great cities, as a rule, were bred upon the farm, anyhow. The typography of this fine, big, six-columned sheet is a veritable joy, too. The faces are new and of tasteful designs, and the lads who "assemble the silent messengers of thought" in this office know how the trick is most cleverly turned. In looking for ad specimens suitable for reproduction herewith I found such an array of them that a selection was difficult. However, I have finally chosen two (Exhibits No. 9 and No. 10) both of which are practically without fault. Ere I dispose of this specimen, I want to commend its makers for the fact that, notwithstanding their enormous run of advertising, they still found it possible, and profitable, to maintain a clean front page — and, by the way, it will be noticed also that a decent rate is secured for space. Another gratifying fact is that the Journal is not one of these cheap papers — it costs the subscriber $1.50 per annum, which is as little as any good six-column quarto ought to sell for. Men who are publishing such papers for less are running their business at a loss — or, at least, without profit in the circulation department.



We Haven't Time To Tell You Much But Here's a Few Suggestions

Hand Bags
To gladden the heart of any woman, extraordinary selection at 50c to $2.50. Some new novelties that will be sure to please.

Kimonas for Gifts
$1.00 to $5.00
Flannelette, Crepe and Silk well made and beautifully trimmed

Tea Aprons
Pleasing Gifts. Beautiful line of lawns and dimities, white and dainty floral effects, some lace trimmed, others embroidered, 25c and 50c. Large ones for Grandma of sheer flaxon at 25c

Scarfs
The famous Bradley, also some beauties in soft silks, 25c to $2.50 each.

Shirt Waists
Very Practical Gifts. Special line all new, crisp white lawns, $1.25 each.

Umbrellas
Always acceptable. Gold and silver trim'd as well as mission handles, 98c to $3.50

Handkerchiefs
The Ideal Gift. Many kinds, all prices, especially beautiful selection of Alpine embroidered made by the Swiss peasants, at 25c each; others, 3 in box at $1.00 per box

Linens
Appropriate Gifts. Table linens, doilies scarfs, center pieces, etc., a wonderful selection.

Towels
The best values ever seen for the money, a most beautiful assortment of linen damask, plain and fancy bucks and embroidered novelties. Xmas towels 25c to $2.50 each.

Hosiery
A SENSIBLE GIFT
For men and women, in fancy holly boxes, a sensible gift, all prices.

RAPP & PRIDEAUX, Benton Harbor
"The Store of the Christmas Spirit"

No. 10

✣ ✣ ✣

Marmarth, N. Dak., Dec. 16, 1912.

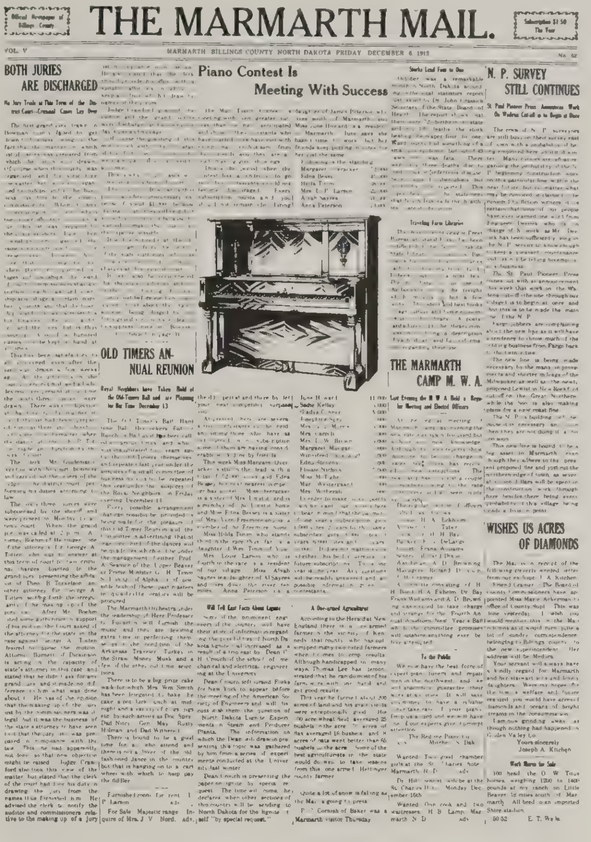
O. Byron Copper, De Soto, Wis.

Dear Sir: Now and then we (all of us) attain a new interest in our vocation and somehow this week the result of our labors leads me to take time to send a couple of samples our our last two weeks edition to you for your able criticism.

If you find anything in either of the copies really worth while I shall be pleased to know.

Sincerely and fraternally,
JAMES H. CRAMER.

After I have reproduced the first page of one of the sample copies of Brother Cramer's Marmarth Mail, then I'll put it squarely up to you, dear reader, if I wouldn't be blind, if I shouldn't find something in this sheet really worth while. (Exhibit No. 11.) This is certainly a well gotten-up newspaper page, and the excellent print is not least among its fine features. The many well-worded news-stories, from a column, or more, in length, down to stickful, or less, and the delightfully clever department of editorial paragraphs, tell the tale of the natural ability of the Mail's editor, better than I can, notwithstanding my genuine admiration. This publication is all-home-printed on a high-grade of stock, and I must again emphasize my appreciation of the superb impression secured on its pages. Some excellent results are secured by the ad-compositor, due to the unique combination of the fine modern materials employed, a high regard for white



THE MARMARTH MAIL.

VOL. V MARMARTH BILLINGS COUNTY NORTH DAKOTA FRIDAY DECEMBER 6 1912

BOTH JURIES ARE DISCHARGED

Piano Contest Is Meeting With Success

N. P. SURVEY STILL CONTINUES

OLD TIMERS ANNUAL REUNION

THE MARMARTH CAMP M. W. A.

WISHES US ACRES OF DIAMONDS

No. 11

It's About Time

For you to secure your Storm Doors and Windows. Don't neglect these necessary articles as they will make up in fuel saving, sufficient to pay for their installation. Bear in mind winter is approaching fast and now is the time. Lumber for all repair work

Carpenter-Webster Lbr. Co.
W. R. COMSTOCK, Manager

No. 12

space, and an artistic taste. (Exhibits Nos. 12 to 15, inclusive.)

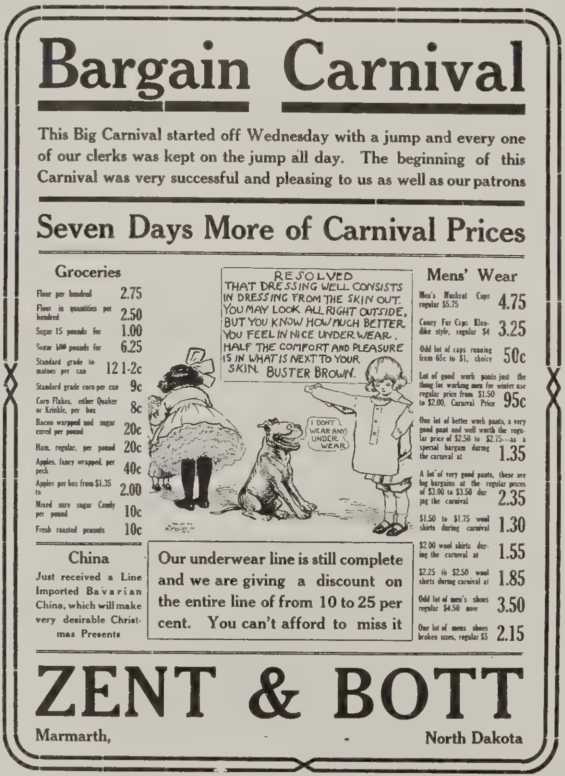
Whether you are one of the enlightened ones who have given up the idea of the existence of an evil one, or not, the following letter so well illustrates how Satan sometimes seems to take possession of a printing office (devil and all) that I am quoting it verbatim, although I am under the impression that the paper which should accompany it was considered in last month's department:

Kensett, Iowa, Dec. 14, 1912.

O. Byron Copper, De Soto, Wis.

Dear Sir: Have sent you under separate cover sample of our Christmas number. We cannot claim much for it artistically. Everything this year conspired against us. Grippers breaking (with no hope of quick repairs) folder tapes lying down on the job, tympan going to the bad, even electric lights failing, so we had two runs to make by lamp-light. Yet, myself, one man and a young boy started in Monday and put the edition in the mail Friday p. m. I spent the better part of two days of that time soliciting the ads and writing them. On the whole, we think we shall give ourselves credit for a good week's work.

Yours truly,
H. H. HALLETT.



Bargain Carnival

This Big Carnival started off Wednesday with a jump and every one of our clerks was kept on the jump all day. The beginning of this Carnival was very successful and pleasing to us as well as our patrons

Seven Days More of Carnival Prices

Groceries	
Flour per hundred	2.75
Flour in quantities per hundred	2.50
Sugar 15 pounds for	1.00
Sugar 100 pounds for	6.25
Standard grade tomatoes per can	12 1-2c
Standard grade corn per can	9c
Corn Flakes, either Quaker or Krinkle, per box	8c
Bacon warpped and sugar cured per pound	20c
Ham, regular, per pound	20c
Apples, fancy wrapped, per peck	40c
Apples per box from $1.35 to	2.00
Mixed sure sugar Candy per pound	10c
Fresh roasted peanuts	10c

RESOLVED
THAT DRESSING WELL CONSISTS IN DRESSING FROM THE SKIN OUT. YOU MAY LOOK ALL RIGHT OUTSIDE, BUT YOU KNOW HOW MUCH BETTER YOU FEEL IN NICE UNDERWEAR. HALF THE COMFORT AND PLEASURE IS IN WHAT IS NEXT TO YOUR SKIN. BUSTER BROWN.
I DONT WEAR ANY UNDER WEAR

Mens' Wear	
Men's Muskrat Caps regular $5.75	4.75
Coney Fur Caps Klondike style, regular $4	3.25
Odd lot of caps running from 65c to $1, choice	50c
Lot of good work pants just the thing for working men for winter use regular price from $1.50 to $2.00, Cararval Price	95c
One lot of better work pants, a very good pant and well worth the regular price of $2.50 to $2.75---as a special bargain during the carnival at	1.35
A lot of very good pants, these are big bargains at the regular prices of $3.00 to $3.50 during the carnival	2.35
$1.50 to $1.75 wool shirts during carnival	1.30
$2.00 wool shirts during the carnival at	1.55
$2.25 to $2.50 wool shirts during carnival at	1.85
Odd lot of men's shoes regular $4.50 now	3.50
One lot of mens shoes broken sizes, regular $5	2.15

China

Just received a Line Imported Bavarian China, which will make very desirable Christmas Presents

Our underwear line is still complete and we are giving a discount on the entire line of from 10 to 25 per cent. You can't afford to miss it

ZENT & BOTT

Marmarth, North Dakota

No. 13

Good Jewelry

For You and Yours

- Belt Articles
- Braclets
- Brooches
- Chafing Dishes
- Collar Pins
- Cologne Bottles
- Combs
- Desk Sets
- Earrings
- Fans
- Hat Pins
- Jewel Boxes
- Lavallieres
- Lockets
- Manicure Sets
- Mesh Bags
- Photo Frames
- Puff Boxes
- Shirtwaist Sets
- Rings
- Toilet Articles
- Vanity Cases
- Veil Pins
- Watches
- Ash Trays
- Card Cases
- Charms
- Cigarette Cases
- Clothes Brushes
- Cuff Buttons
- Desk Clocks
- Flasks
- Fobs
- Fraternal Pins
- Key Chains
- Match Boxes
- Rings
- Shaving Sets
- Scarf Pins
- Smokers' Sets
- Studs
- Tie Clasps
- Umbrellas
- Watches
- Watch Chains
- Whisky Jugs
- Military Brushes
- Razors (Gillette)

IN OUR STORE

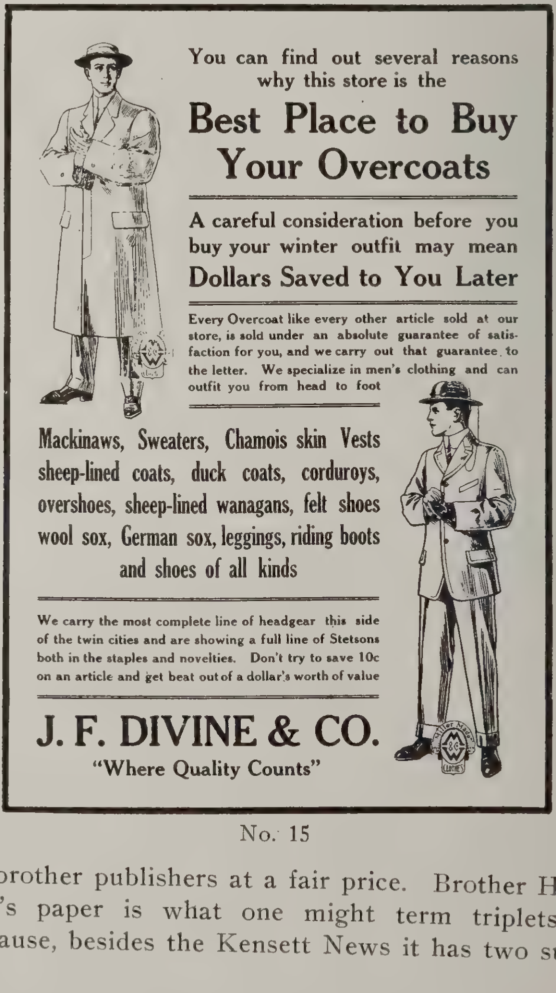
ALL GOODS GUARANTEED

VAN

JEWELER AND OPTICIAN

No. 14

There are not many country newspaper-makers of many years' experience who have not been right up against just such runs of "bad luck" as Brother Hallett describes in the foregoing letter, and therefore we can all sympathize with him. I have been right there, personally, several times, when it seemed the whole world had turned against me as black as the ink in the fountain or that smeared upon my hands — when I have actually cursed the day I first set foot inside of a print-shop — but, after it was all over, the sun has again issued from behind the clouds, and, viewing the finished work, over which I had sweat and sworn to produce, I have had that exhilarating glow of self-satisfaction generated within me, that comes to the conqueror of heavy odds. Such a glow I see glimmering between the closing lines of Brother Hallett's letter above. By the by, this Brother Hallett is nobody's fool. He not only issues a live, healthy six-column quarterly weekly at his home town of Kensett, Iowa (of which I shall speak a little more fully later on), but he has also invented a loose-leaf advertising record of clever design, which he sells to brother publishers at a fair price. Brother Hallett's paper is what one might term triplets — because, besides the Kensett News it has two sub-



You can find out several reasons why this store is the

Best Place to Buy Your Overcoats

A careful consideration before you buy your winter outfit may mean

Dollars Saved to You Later

Every Overcoat like every other article sold at our store, is sold under an absolute guarantee of satisfaction for you, and we carry out that guarantee to the letter. We specialize in men's clothing and can outfit you from head to foot

Mackinaws, Sweaters, Chamois skin Vests sheep-lined coats, duck coats, corduroys, overshoes, sheep-lined wanagans, felt shoes wool sox, German sox, leggings, riding boots and shoes of all kinds

We carry the most complete line of headgear this side of the twin cities and are showing a full line of Stetsons both in the staples and novelties. Don't try to save 10c on an article and get beat out of a dollar's worth of value

J. F. DIVINE & CO.

"Where Quality Counts"

No. 15

headings, one being the Grafton Journal and the other the Joice Review. As may be suspected, the sheet is all home printed and very creditable in every respect.

* * *

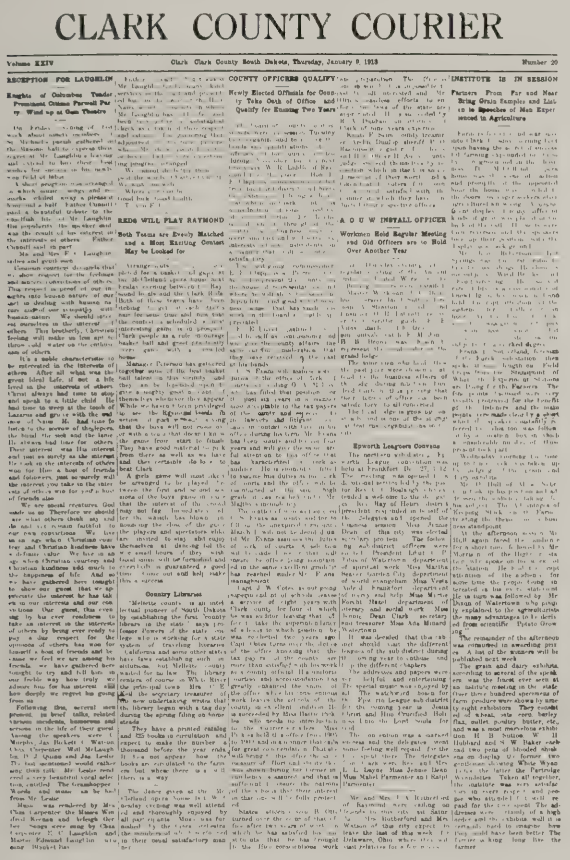
Clark, S. Dak., Jan. 7, 1913.

O. Byron Copper, De Soto, Wis.

Dear Sir: Am sending you under separate cover a copy of this week's Courier. Wish you to criticise same and have it reproduced in the Journalist if possible. Would like the envelope criticised also. Thought it was pretty nifty. If both these are reproduced please see that we get a copy of the paper and mail us the cuts at once. Will remit postal money order as soon as we receive them. Thanking you sincerely for past favorable criticisms on my work, I beg to remain,

Yours very sincerely,
ROY A. BAST.

A publication of somewhat different type, but even more praiseworthy, if possible, than the one just reviewed above, is this Clark County Courier, of which R. A. Dunham is publisher, and this department's old-time friend, Roy O. Babst, is manager. The Courier is a five-column quarto. Small, did you say? Only in dimensions, for it is replete with as much, and more, good, wholesome, newsy reading matter than many a six-column quarto contains, making it the "biggest little paper" that has graced my desk for some days. It is all-home-printed, and well printed, at that. The modest, yet attractive, front page is shown herewith as Exhibit No. 16. I was never an admirer of the hanging-indention style of sub-headings, although it is entirely good form and permissible. But the headman should see to it that all such "decks" are of equal length. As hinted, the contents of this sheet are particularly abundant and good. There is one solid pageful of short locals, besides much other good stuff. All the sheet lacks is a department of editorial expression. As to the ads — they are


CLARK COUNTY COURIER

Volume XXIV | Clark Clark County South Dakota, Thursday, January 9, 1913 | Number 20

RECEPTION FOR LAUGHLIN
Knights of Columbus Tender Prominent Citizen Farewell Party Wind up at Gem Theatre

REDS WILL PLAY RAYMOND
Both Teams are Evenly Matched and a Most Exciting Contest May be Looked for

COUNTY OFFICERS QUALIFY
Newly Elected Officials for County Take Oath of Office and Qualify for Ensuing Two Years

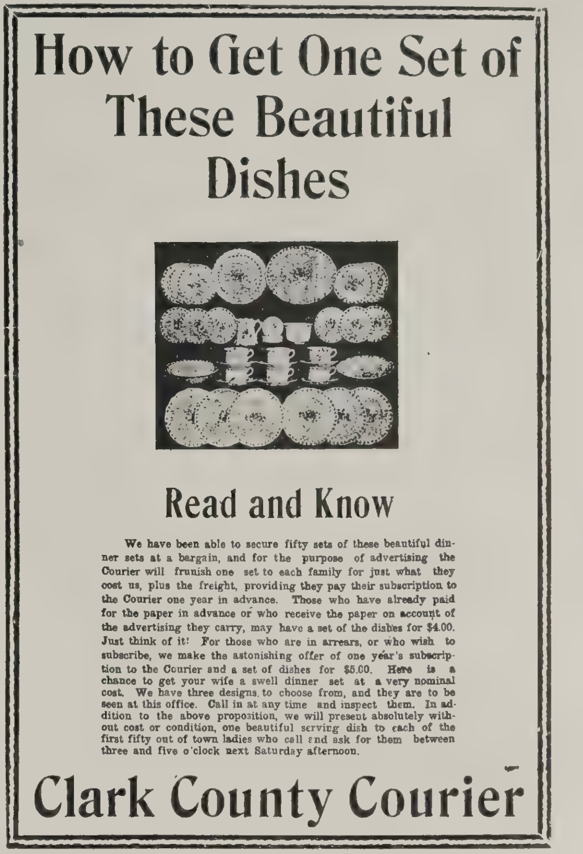
Country Libraries

A O U W INSTALL OFFICER
Workmen Hold Regular Meeting and Old Officers are to Hold Over Another Year

Epworth Leaguers Convene

INSTITUTE IS IN SESSION
Farmers From Far and Near Bring Grain Samples and Listen to Speeches of Men Experienced in Agriculture

No. 16


How to Get One Set of These Beautiful Dishes

Read and Know

We have been able to secure fifty sets of these beautiful dinner sets at a bargain, and for the purpose of advertising the Courier will frunish one set to each family for just what they cost us, plus the freight, providing they pay their subscription to the Courier one year in advance. Those who have already paid for the paper in advance or who receive the paper on account of the advertising they carry, may have a set of the dishes for $4.00. Just think of it! For those who are in arrears, or who wish to subscribe, we make the astonishing offer of one year's subscription to the Courier and a set of dishes for $5.00. Here is a chance to get your wife a swell dinner set at a very nominal cost. We have three designs to choose from, and they are to be seen at this office. Call in at any time and inspect them. In addition to the above proposition, we will present absolutely without cost or condition, one beautiful serving dish to each of the first fifty out of town ladies who call and ask for them between three and five o'clock next Saturday afternoon.

Clark County Courier

No. 17

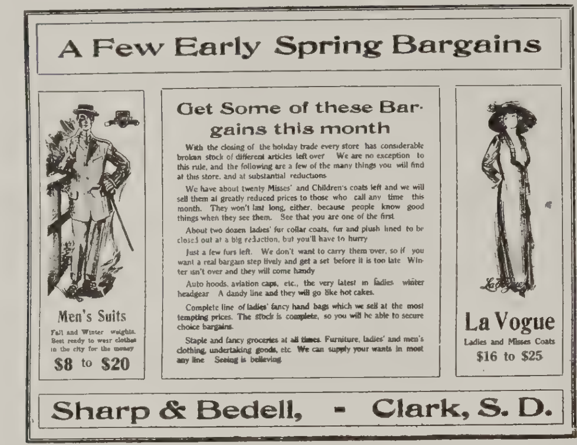
Our New Goods

Look at our magnificent new line of Ginghams and Flaxons

Schneck & Lien

No. 18

beauties, and among them are several masterpieces. Three of these latter are reproduced as Exhibits Nos. 17 to 19, inclusive. The compositor of these specimens has a talent much above the ordinary, a true appreciation of the value of liberal white margins and a skillful proclivity for the use of panels.



A Few Early Spring Bargains

Get Some of these Bargains this month

With the closing of the holiday trade every store has considerable broken stock of different articles left over. We are no exception to this rule, and the following are a few of the many things you will find at this store, and at substantial reductions.

We have about twenty Misses' and Children's coats left and we will sell them at greatly reduced prices to those who call any time this month. They won't last long, either, because people know good things when they see them. See that you are one of the first.

About two dozen ladies' fur collar coats, fur and plush lined to be closed out at a big reduction, but you'll have to hurry.

Just a few furs left. We don't want to carry them over, so if you want a real bargain step lively and get a set before it is too late. Winter isn't over and they will come handy.

Auto hoods, aviation caps, etc., the very latest in ladies' winter headgear. A dandy line and they will go like hot cakes.

Complete line of ladies' fancy hand bags which we sell at the most tempting prices. The stock is complete, so you will be able to secure choice bargains.

Staple and fancy groceries at all times. Furniture, ladies' and men's clothing, undertaking goods, etc. We can supply your wants in most any line. Seeing is believing.

Men's Suits

Fall and Winter weights. Best ready to wear clothes in the city for the money

$8 to $20

La Vogue

Ladies and Misses Coats

$16 to $25

Sharp & Bedell, - Clark, S. D.

No. 19

✣ ✣ ✣

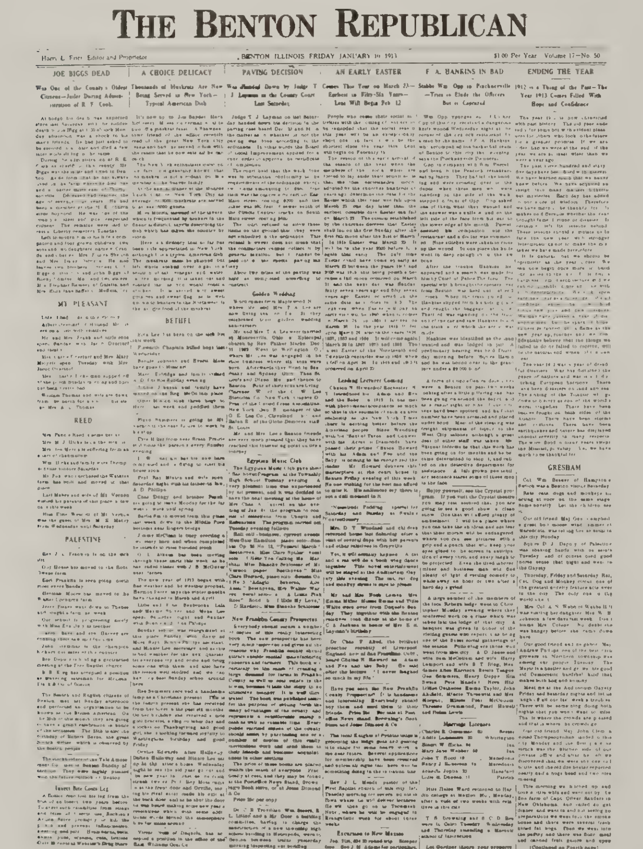
Benton, Ill., Jan. 9, 1913.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: Under another cover I am sending you three copies of The Republican, showing page ads composed by my foreman, Mr. Dan Ross. If you care to reproduce the first page of the issue of this week, January 10, 1913, I will be glad to buy the cut for advertising purposes.

Very respectfully,

H. L. FRIER.



THE BENTON REPUBLICAN

Harry L. Frier, Editor and Proprietor — BENTON, ILLINOIS, FRIDAY, JANUARY 10, 1913 — $1.00 Per Year Volume 17—No. 50

JOE BIGGS DEAD — Was One of the County's Oldest Citizens—Jailer During Administration of R. F. Cook.

A CHOICE DELICACY — Thousands of Muskrats Are Now Being Served in New York—Typical American Dish

PAVING DECISION — Was Handed Down by Judge T. J. Layman in the County Court Last Saturday

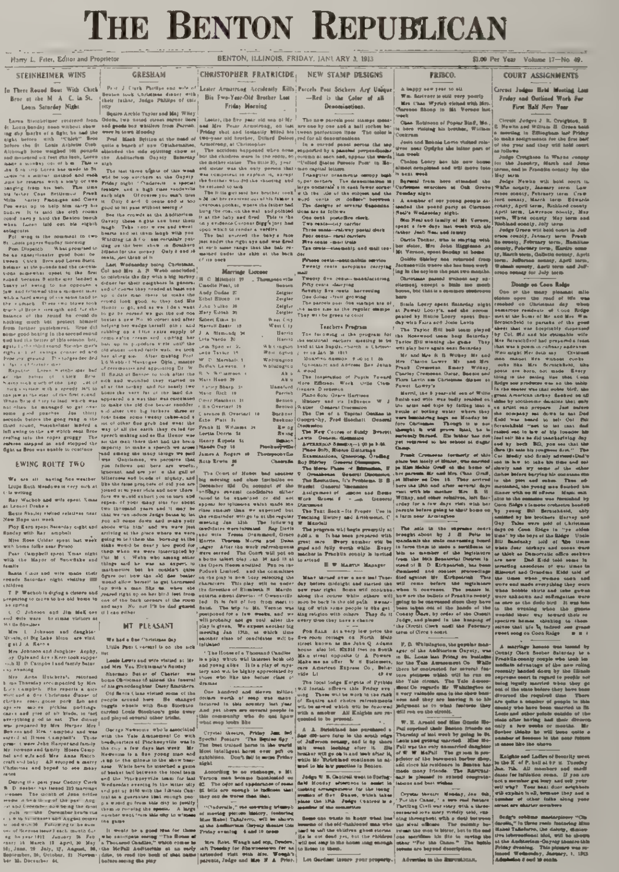
AN EARLY EASTER — Comes This Year on March 23—Earliest in Fifty-Six Years—Lent Will Begin Feb. 12

F. A. HANKINS IN BAD — Stabbs Wm. Opp in Pinckneyville—Tries to Elude the Officers But is Captured

ENDING THE YEAR — 1912 is a Thing of the Past—The Year 1913 Comes Filled With Hope and Confidence

No. 20

Regular readers of these columns will doubtless recall Brother Frier's handsome sheet, The Benton Republican, and likewise the handsome things which I have been moved to say about it in the past. The front page of the issue of January 10 is a pleasing one (Exhibit No. 20), although, personally, I prefer a somewhat less monotonous style of makeup. I like to see the column tops opened alternately with the double-deck heads, rather than having every one of them adorned with duplicate headlines. For instance, the first page of the issue of January 3 (Exhibit No. 21) pleases my fancy considerably more than the first. One thing of which I heartily approve in both of these pages is the conspicuous modesty in evidence. The headletter employed is an ideal one. And, as to Foreman Ross' page ads (Exhibits Nos. 22 and 23) they are remarkably well done, showing the extreme of empaneling, but with good display and good balance. I should add that the contents and editorial work on the Republican are just as fine as ever — and that's always first class.



THE BENTON REPUBLICAN

Harry L. Frier, Editor and Proprietor — BENTON, ILLINOIS, FRIDAY, JANUARY 3, 1913 — $1.00 Per Year Volume 17—No. 49.

STEINHEIMER WINS — In Three Round Bout With Chick Broe at the M. A. C. in St. Louis Saturday Night

GRESHAM

CHRISTOPHER FRATRICIDE — Lester Armstrong Accidently Kills His Two-Year-Old Brother Last Friday Morning

NEW STAMP DESIGNS — Parcels Post Stickers Are Unique—Red is the Color of all Denominations.

FRISCO.

COURT ASSIGNMENTS — Circuit Judges Held Meeting Last Friday and Outlined Work For First Half New Year

No. 21

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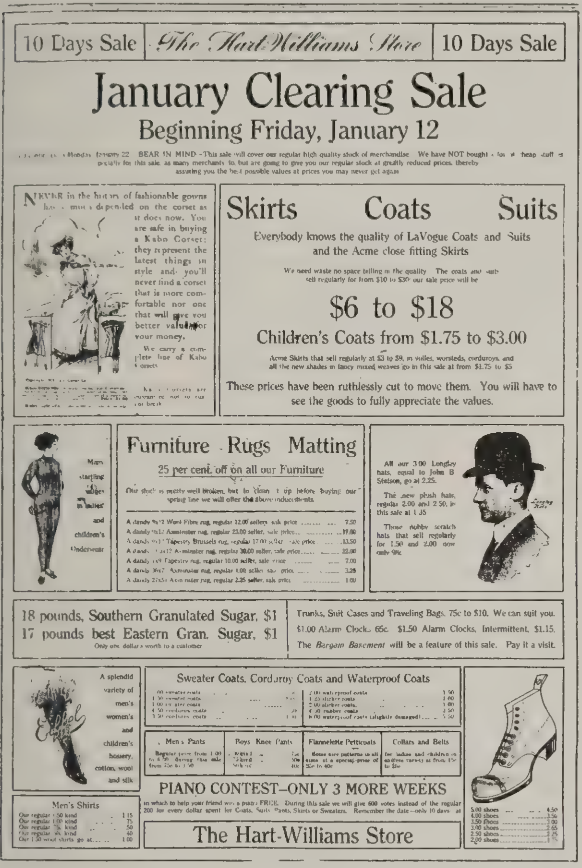
Caledonia, N. Y., Dec. 19, 1912.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: There has been sent you under separate cover a copy of the Christmas Community Edition of The Era.

Whatever of criticism, adverse or otherwise, you have to offer will be welcome. The number was produced under difficult circumstances. The week before the issue the young lady compositor in the office lost four days and one-half by illness and the pressman-compositor three, while the latter's helper was unable to assist at all in the office the week of its issue, due to illness. Practically all the ad composition was done by one man, the foreman, between noon Thursday and noon of the next Wednesday, with many hours of overtime. Of course under such conditions the best work is impossible. Of the 33½ columns of ads reset for this issue, one man set all but a trifle over two columns.

A portion of the straight matter was linotyped in a nearby town, owing to the illness in the force. The editorial matter in this issue is not up to its usual standard due to the unusual amount of work outside and in that it was necessary for the editor himself to attend to personally.



10 Days Sale | The Hart-Williams Store | 10 Days Sale

January Clearing Sale

Beginning Friday, January 12

BEAR IN MIND—This sale will cover our regular high quality stock of merchandise. We have NOT bought ... for this sale, as many merchants do, but are going to give you our regular stock at greatly reduced prices, thereby assuring you the best possible values at prices you may never get again

NEVER in the history of fashionable gowns has ... depended on the corset as it does now. You are safe in buying a Kabo Corset; they represent the latest things in style and you'll never find a corset that is more comfortable nor one that will give you better value for your money.

We carry a complete line of Kabo Corsets.

Kabo Corsets are guaranteed not to rust or break

Skirts Coats Suits

Everybody knows the quality of LaVogue Coats and Suits and the Acme close fitting Skirts

We need waste no space telling of the quality. The coats and suits sell regularly for from $10 to $30; our sale price will be

$6 to $18

Children's Coats from $1.75 to $3.00

Acme Skirts that sell regularly at $3 to $9, in voiles, worsteds, corduroys, and all the new shades in fancy mixed weaves go in this sale at from $1.75 to $5

These prices have been ruthlessly cut to move them. You will have to see the goods to fully appreciate the values.

Many startling values in ladies' and children's Underwear

Furniture Rugs Matting

25 per cent. off on all our Furniture

Our stock is pretty well broken, but to clean it up before buying our spring line we will offer the above inducements.

A dandy 9x12 Wool Fibre rug, regular 12.00 sellers, sale price	7.50
A dandy 9x12 Axminster rug, regular 23.00 seller, sale price	17.00
A dandy 9x12 Tapestry Brussels rug, regular 17.00 seller, sale price	13.50
A dandy 11x12 Axminster rug, regular 30.00 seller, sale price	22.00
A dandy 9x9 Tapestry rug, regular 10.00 seller, sale price	7.00
A dandy 36x72 Axminster rug, regular 4.00 seller, sale price	3.25
A dandy 27x54 Axminster rug, regular 2.25 seller, sale price	1.00

All our 3.00 Longley hats, equal to John B. Stetson, go at 2.25.

The new plush hats, regular 2.00 and 2.50, in this sale at 1.35

Those nobby scratch hats that sell regularly for 1.50 and 2.00 now only 98c

18 pounds, Southern Granulated Sugar, $1
17 pounds best Eastern Gran. Sugar, $1
Only one dollar's worth to a customer

Trunks, Suit Cases and Traveling Bags, 75c to $10. We can suit you.
$1.00 Alarm Clocks, 65c. $1.50 Alarm Clocks, Intermittent, $1.15.
The *Bargain Basement* will be a feature of this sale. Pay it a visit.

A splendid variety of men's, women's and children's hosiery, cotton, wool and silk

Sweater Coats, Corduroy Coats and Waterproof Coats

Men's Pants | Boys' Knee Pants | Flannelette Petticoats | Collars and Belts

Flannelette Petticoats: Some nice patterns in all sizes at a special price of 35c to 40c

Collars and Belts: for ladies and children in endless variety at from 15c to 25c

PIANO CONTEST—ONLY 3 MORE WEEKS

in which to help your friend win a piano FREE. During this sale we will give 600 votes instead of the regular 200 for every dollar spent for Coats, Suits, Pants, Skirts or Sweaters. Remember the date—only 10 days at

The Hart-Williams Store

Men's Shirts

Our regular 1.50 kind	1.15
Our regular 1.00 kind	75
Our regular 75c kind	50
Our regular 50c kind	40
Our 1.50 wool shirts go at	1.00

5.00 shoes	4.50
4.00 shoes	3.50
3.50 shoes	3.00
3.00 shoes	2.65
2.50 shoes	2.25
2.00 shoes	1.75

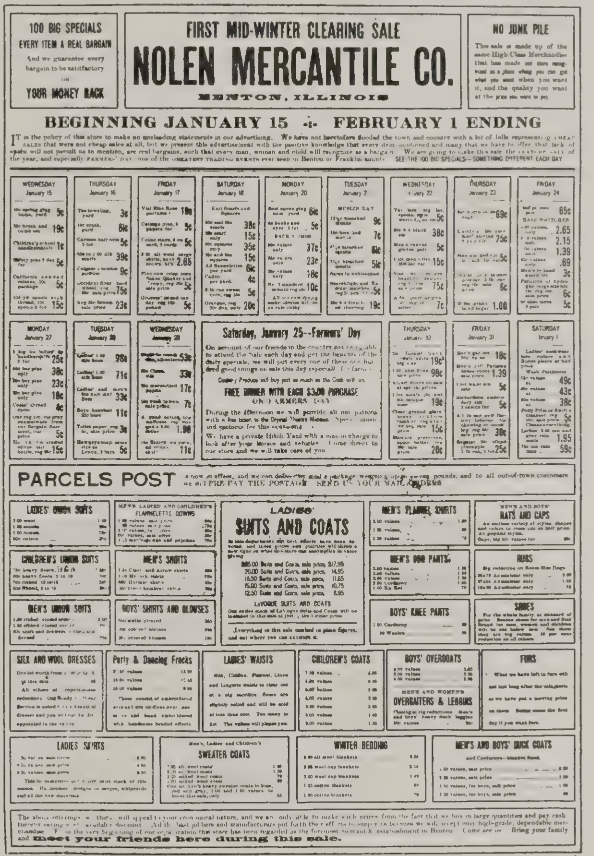
No. 22

The National Printer-Journalist is read with great interest as soon as it reaches the editor's desk.

Respectfully yours,
R. A. PECK.

Brother Peck need offer no excuses for this Christmas number of The Caledonia Era. In spite of hardships under which it was produced, it came forth a creditable achievement. It was inclosed in the Western Newspaper Union's bright lithographed cover and contained an abundance of interesting reading matter in its twelve home-printed pages. Editor Peck is the man who writes some mighty good editorial stuff under the unique caption of "Editorial Ebullitions." Referring therein to this special edition, the editorial pot (or, more properly "Peck-measure," which, in this case, I assure you, considerably exceeds eight quarts) boiled over as follows:

"We call this extra holiday edition a Community Christmas number because, as this newspaper adds years to its existence, its editor feels more and more that the paper belongs to and is of use to all the community it serves. As was expressed in a recent number, this paper takes pride in the feeling that it has helped in some degree at least in bringing more nearly to know each other the village and rural residents of Northern Livingston and Southern Monroe counties by bringing to them once each week the news of the local happenings therein. We have endeavored to give everyone having relations with the public of this section the opportunity of extending the greetings of the season through this issue's columns. If we have failed to do so it is because of the immense special work the undertaking involved."



100 BIG SPECIALS
EVERY ITEM A REAL BARGAIN
And we guarantee every bargain to be satisfactory
OR
YOUR MONEY BACK

FIRST MID-WINTER CLEARING SALE
NOLEN MERCANTILE CO.
BENTON, ILLINOIS

NO JUNK PILE
This sale is made up of the same High Class Merchandise that has made our store recognized as a place where you can get what you want when you want it, and the quality you want at the price you want to pay

BEGINNING JANUARY 15 ❖ FEBRUARY 1 ENDING

IT is the policy of this store to make no misleading statements in our advertising. We have not heretofore flooded the town and country with a lot of bills representing CHEAP SALES that were not cheap sales at all, but we present this advertisement with the positive knowledge that every item mentioned and many that we have to offer that lack of space will not permit us to mention, are real bargains, such that every man, woman and child will recognize as a bargain. We are going to make this sale the FEATURE SALE of the year, and especially FARMERS' DAY one of the GREATEST TRADING EVENTS ever seen in Benton or Franklin county. SEE THE 100 BIG SPECIALS—SOMETHING DIFFERENT EACH DAY

WEDNESDAY January 15 | THURSDAY January 16 | FRIDAY January 17 | SATURDAY January 18 | MONDAY January 20 | TUESDAY January 21 | WEDNESDAY January 22 | THURSDAY January 23 | FRIDAY January 24

MONDAY January 27 | TUESDAY January 28 | WEDNESDAY January 29 | THURSDAY January 30 | FRIDAY January 31 | SATURDAY February 1

Saturday, January 25—Farmers' Day

On account of our friends in the country not being able to attend the sale each day and get the benefits of the daily specials, we will put every one of these one hundred good things on sale this day especially for farmers.

Country Produce will buy just as much as the Cash will us.

FREE DINNER WITH EACH $3.00 PURCHASE ON FARMERS' DAY

During the afternoon we will provide all our patrons with a free ticket to the Crystal Theatre Nickelette. Special music and pictures for this occasion.

We have a private Hitch Yard with a man in charge to look after your horses and vehicles. Come direct to our store and we will take care of you.

PARCELS POST is now in effect, and we can deliver by mail a package weighing up to eleven pounds, and to all out-of-town customers we will PRE-PAY THE POSTAGE. SEND US YOUR MAIL ORDERS

LADIES' UNION SUITS | MEN'S, LADIES' AND CHILDREN'S FLANNELETTE GOWNS | MEN'S FLANNEL SHIRTS | MEN'S AND BOYS' HATS AND CAPS

LADIES' SUITS AND COATS

$25.00 Suits and Coats, sale price,	$17.95
20.00 Suits and Coats, sale price,	14.95
16.50 Suits and Coats, sale price,	11.65
15.00 Suits and Coats, sale price,	10.75
12.50 Suits and Coats, sale price,	8.95

LaVOGUE SUITS AND COATS

Everything in this sale marked in plain figures, and out where you can examine it.

CHILDREN'S UNION SUITS | MEN'S SHIRTS | MEN'S ODD PANTS | RUGS

MEN'S UNION SUITS | BOYS' SHIRTS AND BLOUSES | BOYS' KNEE PANTS | SHOES

SILK AND WOOL DRESSES | Party & Dancing Frocks | LADIES' WAISTS | CHILDREN'S COATS | BOYS' OVERCOATS | FURS

MEN'S AND WOMEN'S OVERGAITERS & LEGGINS

LADIES' SKIRTS | Men's, Ladies' and Children's SWEATER COATS | WINTER BEDDING | MEN'S AND BOYS' DUCK COATS

Bring your family and **meet your friends here during this sale.**

No. 23

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Forest Grove, Ore., Dec. 20, 1912.

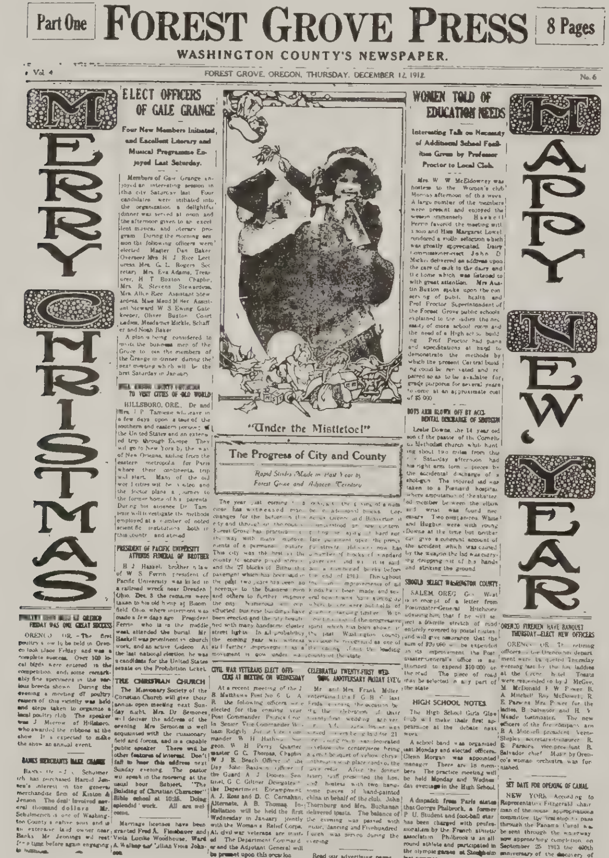
Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: Under separate cover have mailed you copy of Xmas edition of the Press. Might say that the entire edition was turned out from Monday morning to Thursday evening, or four days, by two ad men and two straight comps, with myself on the country Campbell. Turned out 2,000 copies and printed two pages at a run. Besides running the cylinder, gathered and wrote the news, arranged the dummies, and designed a number of the ads. Also went without sleep from 6 A. M. Wednesday until Friday evening 8 o'clock, when climbed into the hay for a 10-hour stretch of "napping."

If you consider the copy sent you worth the criticism, would be glad to hear your opinion. Hoping we may become better acquainted,

Fraternally yours,
G. E. SECOUR.

(I suppose I never shall get through examining Christmas editions, this year, until another holiday seasons is upon me—but, no matter—I like 'em.) This Christmas special of the Forest Grove Press had for its gala-day dress one of the most beautiful lithographed holiday covers I have seen this season. It bears no imprint (a sad neglect on the part of its printer), but I suspicion American Press Association origin. The edition proper consisted of sixteen pages, the cover making twenty in all. That the pages of this special number were very artistically gotten up, is best exemplified by showing the front of the first section (Exhibit No. 24), and in viewing it, I ask the reader to study closely the exquisite uniformity of headings and the tasteful and well-balanced arrangement throughout. Nothing in the way of newspaper work could be much better. And that statement, notwithstanding its breadth, is a fair verdict applied to this Christmas edition as a whole. Brother Secour's editorial work proves him a natural news-monger and a clever writer. His work shows a love and a gift for the game, and I most sincerely congratulate him upon his superlative editorial page, from which I take the liberty to quote the following bit of news, which will be extremely stale, however, by the time this appears in print:



Part One FOREST GROVE PRESS 8 Pages

WASHINGTON COUNTY'S NEWSPAPER.

Vol. 4 FOREST GROVE, OREGON, THURSDAY, DECEMBER 12, 1912. No. 6

MERRY CHRISTMAS

HAPPY NEW YEAR

ELECT OFFICERS OF GALE GRANGE

Four New Members Initiated, and Excellent Literary and Musical Programme Enjoyed Last Saturday.

TO VISIT CITIES OF OLD WORLD

PRESIDENT OF PACIFIC UNIVERSITY ATTENDS FUNERAL OF BROTHER

THE CHRISTIAN CHURCH

"Under the Mistletoe!"

The Progress of City and County

Rapid Strides Made in Past Year by Forest Grove and Adjacent Territory

CIVIL WAR VETERANS ELECT OFFICERS AT MEETING ON WEDNESDAY

CELEBRATED TWENTY-FIRST WEDDING ANNIVERSARY FRIDAY EVE'G

Read our advertising pages.

WOMEN TOLD OF EDUCATION NEEDS

Interesting Talk on Necessity of Additional School Facilities Given by Professor Proctor to Local Club.

BOYS ARM BLOWN OFF BY ACCIDENTAL DISCHARGE OF SHOTGUN

SHOULD SELECT WASHINGTON COUNTY

HIGH SCHOOL NOTES

ORENCO FIREMEN HAVE BANQUET THURSDAY—ELECT NEW OFFICERS

SET DATE FOR OPENING OF CANAL

BANKS MERCHANTS MAKE CHANGE

No. 24

SALUTATORY

Arrangements have been made whereby I have taken over the entire management of the Press Publishing Company and the editorship of the Forest Grove Press. In doing this, it is with a full realization of the many responsibilities and duties accruing to the management of an up-to-date printing establishment and the publishing of a modern newspaper. As in the past the Press will endeavor to faithfully convey to its many readers and subscribers an accurate account of the happenings in city and county each week. It will work for the betterment and up-building of the community as a whole and of the individual units in particular. Support will be rendered all projects that are worthy and the light of publicity thrown upon those that prove otherwise. The Press stands for advancement and progress, first, last and all the time, and hopes to work in harmonious accord with all for the achievement of better things and lasting good.

G. E. SECOUR.

Even from this one paragraph it can be seen that this newspaper man has a wholesome command of words and a crisp, clean-cut style of expression that carries his sentences through the reader's hide, be the reader ever so thick-skinned. The Press evinces gratifying evidences of prosperity, and I hope and expect to learn of a continuance of such good fortune for it in the future.

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TAKING THE AGRICULTURAL COLLEGE TO THE FARMER

On March 3, The Denver & Rio Grande Railroad in connection with the Colorado Agricultural College will start a special agricultural demonstration train over its line on a nine days tour of the principal farming and stock raising sections of the Upper Arkansas, Eagle, Roaring Fork, Grand, Uncompahgre, North Fork and San Luis valleys in Colorado. This special educational train will consist of coaches for lecture purposes and baggage cars containing exhibits on Agronomy, including Alfalfa Improvement, Seed Selection, Seed Improvement, Bee Culture, Animal Husbandry, including Dairying and Poultry Raising, Home Economics, Rural School Betterment and other subjects of vital interest to the farming and stock-raising communities.

This is the fifth year that the Denver & Rio Grande in co-operation with the agricultural colleges of Colorado and Utah has operated special demonstration trains through its agricultural districts. The results have been so beneficial to the farmers and the returns to the railroad from increased acreage and greater production are so satisfying that it more than compensates the company for the free service performed.

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L. E. Lookabill of the Lookabill Printing House, publisher of The Critic, Roanoke, Va., is being mentioned for the important office of Fourth Assistant Postmaster General. He is accredited as a man of many useful and successful activities for the public good.

He has initiated and successfully forwarded plans for improving the local mail service on the Roanoke & Southern railroad, is one of the best known firemen in Virginia and has done splendid work as president of the Virginia State Firemen's Association, and as a Roanoke "booster" and member of the Commercial Club as well as in social, charitable and other organizations. The Fireman's Herald of New York City says:

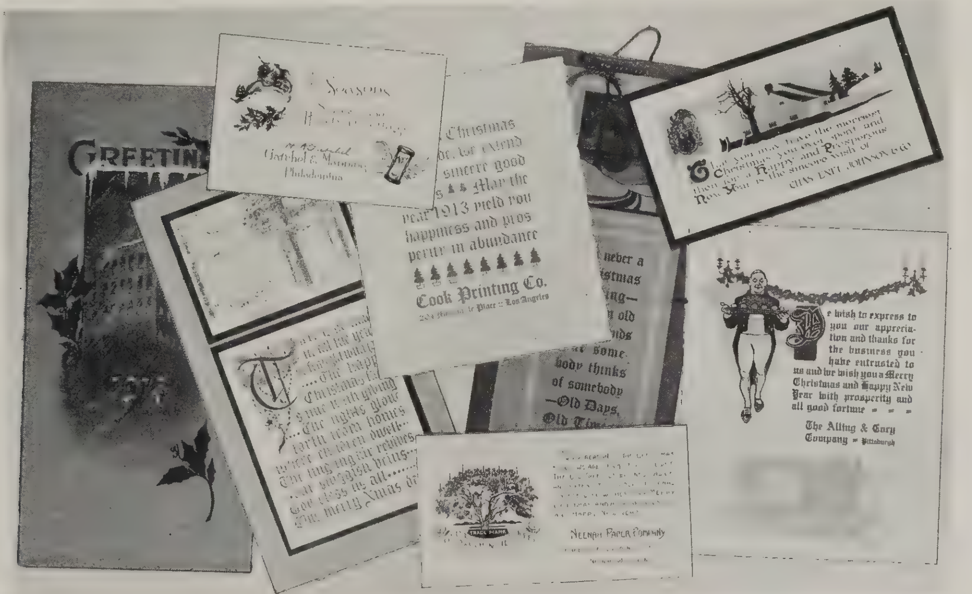
"L. E. Lookabill, of Roanoke, Va.—is being prominently mentioned for office under the incoming federal administration. The office for which his friends, whom he numbers by the hundreds, deem him peculiarly fitted is Fourth Assistant Postmaster General. Mr. Lookabill was one of President-elect Wilson's staunchest supporters from the moment the New Jersey governor was mentioned as a presidential possibility, and it is rumored that Mr. Lookabill's eligibility for the post mentioned is regarded with favor by those close to Governor Wilson

REVIEW OF JOB PRINTING

Address All Communications to E. S. HANSON, 440 S. Dearborn Street, Chicago.

THERE is no reason why a printer should "spread himself" to get out something nice at Christmas time, and then skimp, and neglect his ideals of beauty, for the balance of the year. There seems to be more and more of a feeling that the Christmas spirit should pervade the entire year, rather than being in evidence merely for a few of the shortest winter days; and I am sure people can appreciate art in printing as well in April or August as in December.

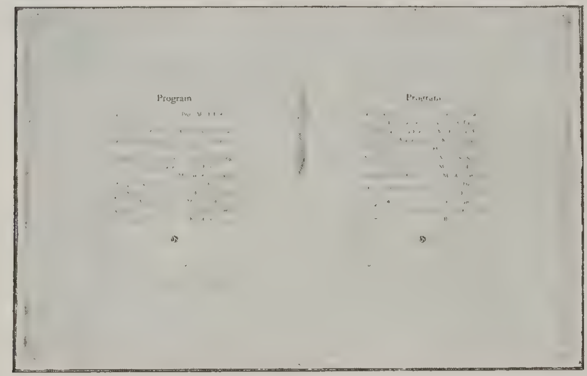
And now, to tell one of the inner secrets of the sanctum, this little introduction, while eminently true and I hope not in any way amiss, is made necessary by the fact that I want to show some of the Christmas greetings which came to this office. While none of these were in the nature of "after-thoughts" on the part of the senders, they were delayed in getting to my desk because of the change in department administration. I believe, however, that when this issue gets to press I shall be fully up to date with all work which has been sent in, and shall be ready to handle everything promptly hereafter. Please send specimens to the address given above, as they will reach me sooner at that address than at any other.

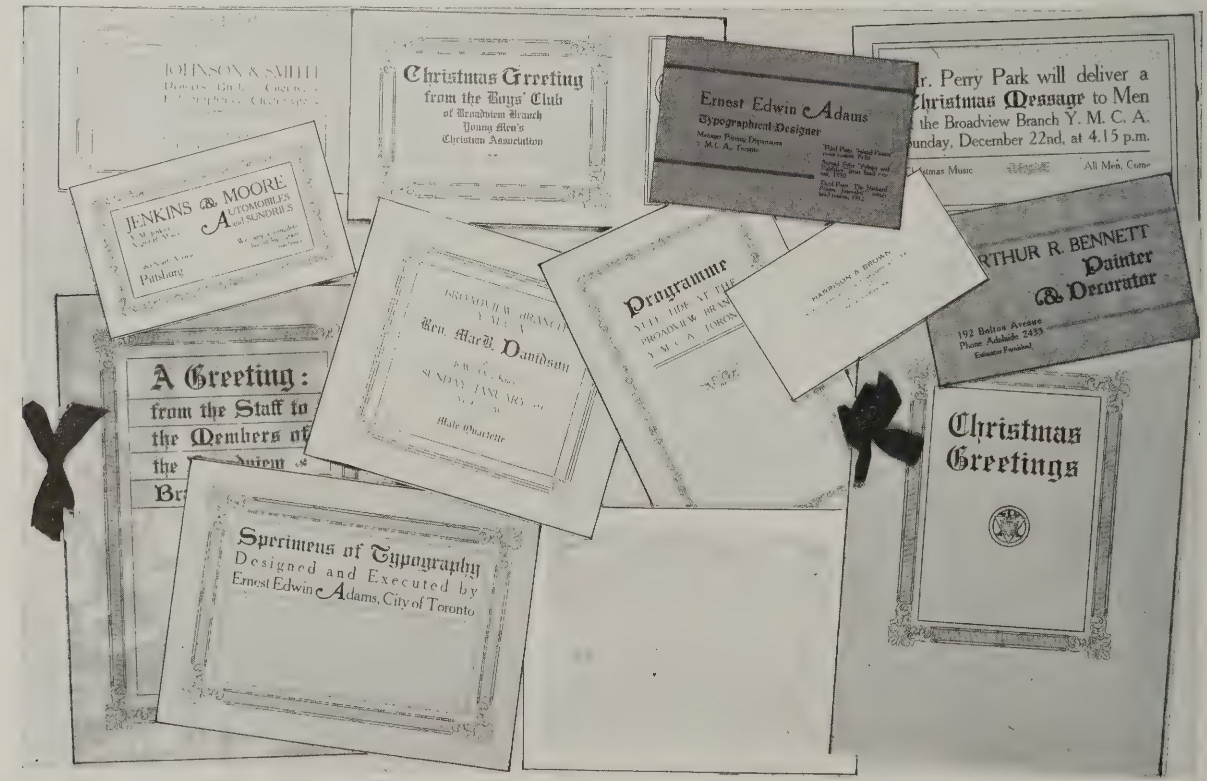

GREETING
Seasons
Gatchel & Manning
Philadelphia
Christmas
sincere good
May the
year 1913 yield you
happiness and pros
perity in abundance
Cook Printing Co.
Los Angeles
That you may have the merriest Christmas you ever spent and then for a Happy and Prosperous New Year is the sincere wish of
never a
Christmas
body thinks
of somebody
—Old Days,
We wish to express to you our appreciation and thanks for the business you have entrusted to us and we wish you a Merry Christmas and Happy New Year with prosperity and all good fortune
The Alling & Cory Company Pittsburgh
TRADE MARK
NEENAH PAPER COMPANY

While most of these Christmas greetings will have to go without individual comment, I want to call attention to two or three. The large folder with the word "Greeting" at the top, and the cut of a large printing office with the figures "1913" below it, is from the Colonial Printing Company of Philadelphia and has a peculiarly "Christmasy" flavor. The snow blowing across the face of the cut and piling up at various points; the superbly executed holly; the red glow of lights in the windows, suggestive of Christmas eve — these are all most excellently designed and worked out. Inside is a simple greeting on a folded sheet, printed in black, red and gold. The wall hanger with the legend beginning "There never was a Christmas morning —" is from Biggers, of Houston, Texas, and is well worthy of him. The background card is a dark green cover stock, the smaller sheet a light shade of rough brown paper, and the printing is in green, orange and pink tint. The greeting from the Alling & Cory Company, Pittsburgh, is characterized by a wealth of well applied color. The little folder from the Cook Printing Company of Los Angeles has the row of Christmas trees in light green, the initial in red and the text in silver gray. Some of these will very likely serve as an inspiration for many of our readers in some of their Easter work. Easter occurs this month, you will remember, so that this work will be coming on very soon and you had best be prepared for it.

* * *

The refinement of elegance — or the elegance of refinement, whichever you choose to call it — was never more in evidence than in the program of the Griffith-Stillings Press Benefit Association. This is an organization of employes of this noted print shop, and Mr. J. E. Griffith writes that the work of preparing and printing this program was done by the men in their own time. The imprint states that it was "Made in the heart of Boston by men who put heart into their efforts," and it certainly looks the part. The stock is a soft, white, "cottony" book paper, with the edges deckled by the employes. The leaves are bound up double and have blind stamping as a border around the printed matter. The printing is all on separate smaller sheets of the same stock, these sheets being tipped on inside the blind-stamped border. Three subdued tones of ink are used. A white rough Lombardia cover is used, with a blind-stamped panel and the trade mark of the firm embossed in gold.





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Ernest Edwin Adams is manager of the printing department of the Young Men's Christian Association of Toronto, Ontario; and his card also states that he is the winner of third prize in the National Printer-Journalist letter head contest for 1912, as well as winner of various other places in contests carried on by our contemporaries. I have forgotten the details of the contest of 1912 to which Mr. Adam's card alludes, but there must have been some mighty good entries if this man had to be content with third place. I am not familiar with the name of that new border which he uses to such good purpose. It gives some of the work a delightful cameo effect, and is always used with the utmost good taste.

* * *

Before we go any further it might be well to comment upon the advisability of Young Men's Christian Associations, in towns where they are large enough to warrant it, taking up work such as this and establishing printing departments of their own. They usually have a large amount of printing which must be done, and another large amount which could be used to good advantage in the work, were it not for the fact that printers' bills run up tremendously fast for an organization which has to depend upon free-will offerings for a large part of its support. And for another thing it would help to give employment to some of the young men whom the Association is trying to influence. I hope Mr. Adams will tell us sometime how the problem is working out in his own particular shop.

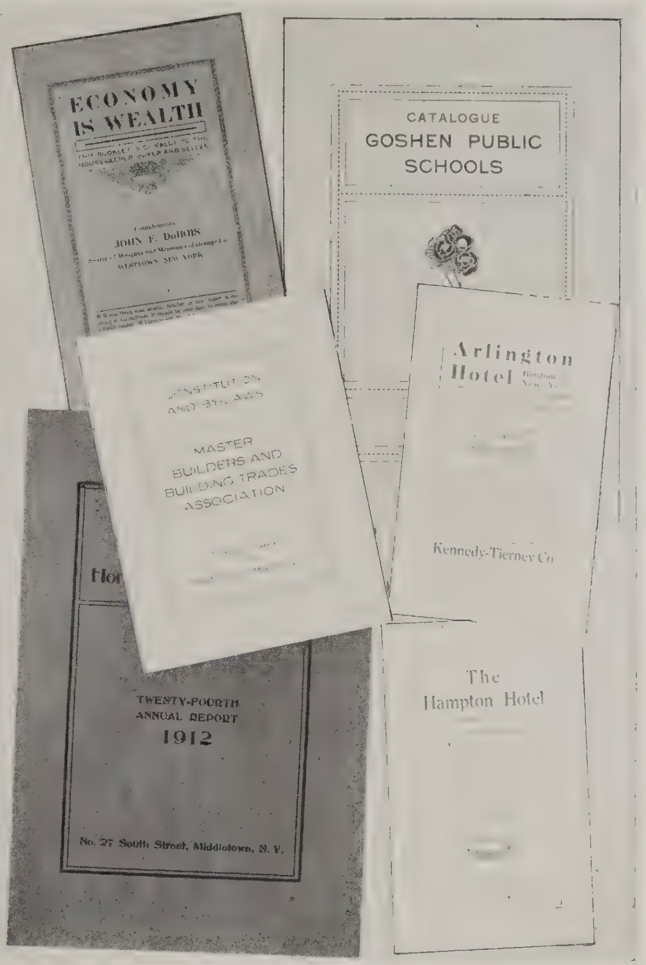
And now for some more of these excellent specimens. Please note the announcement of the D. McCall Co., especially with reference to the good taste displayed in the handling of the ornaments at the top. They are so chosen and placed as to appear a part of one general design, an effect which is heightened by the unifying effect of the tint underlying the entire printed portion of the card. I am writing this at night, so shall not attempt to tell what the colors are; but whatever they may be they are very soft and subdued, so that nothing stands out too boldly. It is always a problem, however, how these things will look to the reader after they go through the engraver's hands. He will do something dreadful, I know, to the Christmas greeting of the Broadview Branch Y. M. C. A., with its mottled cover and its ink combination of black, red and gold. But with all his limitations the engraver is a good deal of a help to us after all, as the illustrations on these pages abundantly testify. The announcements are printed on gray stock in black and tint and are much better than the ordinary run of this work, done as it is to hand out promiscuously and in considerable quantities.

* * *

C. W. Ludtke, Jr., of Makesan, Wis., wants to know what was the matter with the letter heads which he submitted in the contest last year, and which were not entered, another of his which he considers far inferior being taken in preference. Goodness, Brother, I wasn't one of the judges and am unable to tell you a thing about it. These two which you have sent in look good to me, especially the one with the rule around the entire sheet.

* * *

Thomas M. Carrigan is the producer of several cover pages which have come in from the office of the Goshen Democrat, Goshen, N. Y. I scarcely feel satisfied with the cover of the catalogue for the Goshen Public Schools. I am not sure but I should have used simply "Goshen Public Schools" in two lines in the top panel, and "Catalogue 1912-1913" in two lines of a smaller size in the lower panel. I am reasonably certain, however, that I should have left out the poppy ornament — the emblem of sluggishness and inactivity — and substituted something more appropriate to educational work. The title page of this catalogue is also given. I believe it would be strengthened by setting the list of the different schools slightly smaller and running a rule around them. It would be difficult to find any fault with the cover of the booklet, "Economy is Wealth." The hotel leaflets are also very good. While the cover for the report of the Home for Aged Women gives one a fairly good first impression it scarcely bears analysis, with its pyramid title, its inverted pyramid ornament, its square type matter in the center, and its plain straight line at the bottom. Some printers would have set the title in two lines instead of three, and run a double rule over the line at the bottom. To be completely acceptable at this desk, however, it should be set in an entirely different series of type. The booklet for the Building Trades Association is open to a certain extent to the same criticism, having a square effect at the top, pyramid in the middle, and "Long line short line" at the bottom. This is marred, also, by having somewhat too large sizes used throughout, and by the use of an imappropriate border.



ECONOMY IS WEALTH

JOHN F. DuBOIS

CATALOGUE

GOSHEN PUBLIC SCHOOLS

Arlington Hotel

CONSTITUTION AND BY-LAWS

MASTER BUILDERS AND BUILDING TRADES ASSOCIATION

Kennedy-Tierney Co

TWENTY-FOURTH ANNUAL REPORT 1912

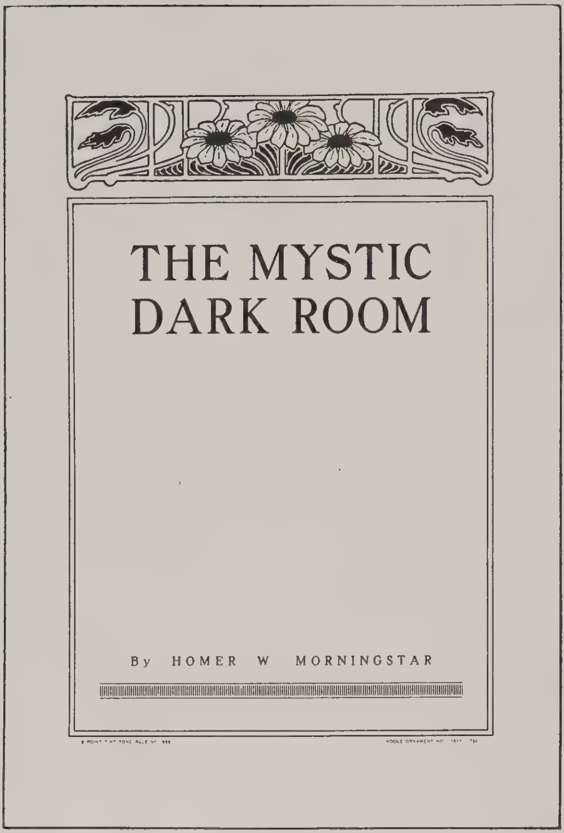
No. 27 South Street, Middletown, N. Y.

The Hampton Hotel

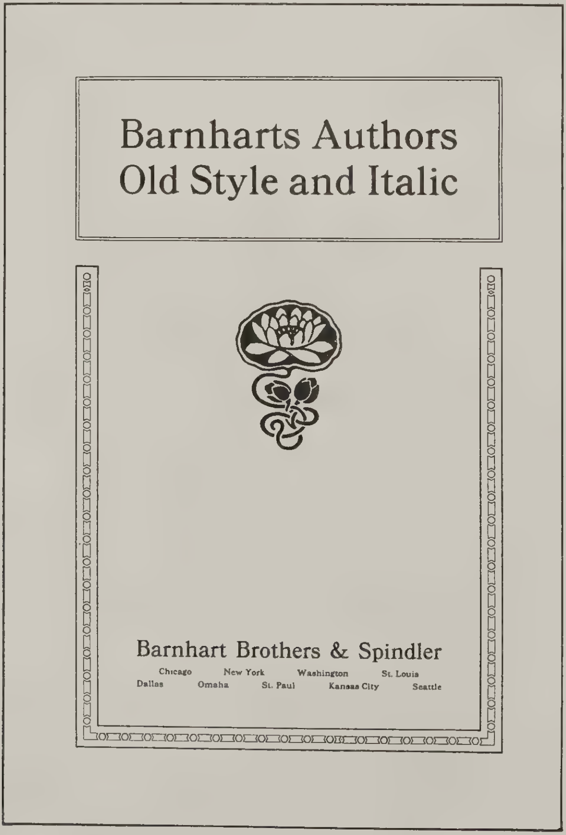
* * *

The old shaded type — or rather a refinement of the styles that were in vogue when we began our apprenticeship — seems to be gradually but surely coming back into style. Well, the ordinary printer knows how to handle type better now than he did at that time, and will get better results from it than the old-time journeymen at the craft.

This specimen is reproduced from a foundry leaflet because it shows a style of cover design which can often be used to good advantage and should not be lost sight of. In the present instance the rule around the border is slightly heavier than that used in the top panel, which I consider a mistake. This other design is also taken from the same leaflet, chiefly to show how effectively a stock ornament can be worked into a design. The tint rule under the name of the author I do not care for in this particular place.


THE MYSTIC
DARK ROOM

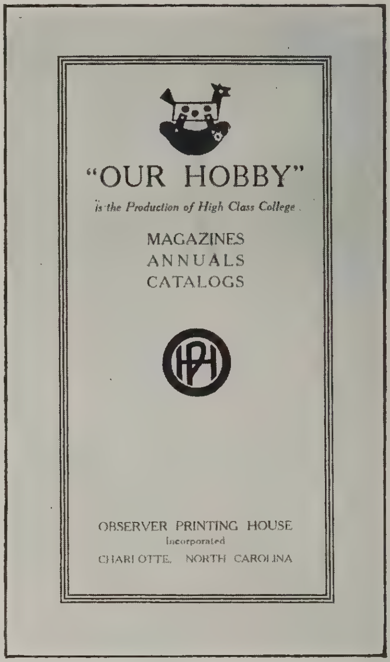
By HOMER W MORNINGSTAR


Barnharts Authors
Old Style and Italic

Barnhart Brothers & Spindler
Chicago New York Washington St. Louis
Dallas Omaha St. Paul Kansas City Seattle

✣ ✣ ✣

Our great and good friend, Howard Hull, is still on the job. I suspect from notations on one or two of his specimens that some have been lost from the lot before they got to my hands. I have, however, the little folder entitled "Our Hobby" and am very glad that this was not among the missing. It is in black and red on gray stock. Send us in some more of those reset jobs for which you are famous.


"OUR HOBBY"
is the Production of High Class College
MAGAZINES
ANNUALS
CATALOGS

OBSERVER PRINTING HOUSE
Incorporated
CHARLOTTE, NORTH CAROLINA

✣ ✣ ✣

Many poor pieces of job composition are explained by the compositor saying that he was going to use something else but the type wasn't in the case. Doubtless this excuse is rung in sometimes as a last resort to turn the keen edge of faultfinding; but I am convinced in a majority of cases it is given in good faith. And the moral is, keep the type in the cases rather than in standing jobs. This is commented on by someone who signs himself "A. D. E.," writing in The American Bulletin, published by the American Type Founders Company. He says:

> Keep your type in the case. Except under extraordinary circumstances it does not pay to keep it standing. Not only are you tying up a lot of money in standing type, but your compositors have to hunt for sorts and the time they spend in hunting for them is wasted. They have to brace up the jobs from which the sorts are picked and here again time is wasted. Again, the standing job from which the sorts are picked often "pies" and there is a further waste of valuable time.
>
> I was one of those fellows who kept type standing so I could give my customers lower prices for their second

or subsequent jobs of certains forms. When I began looking into the matter I found I was spending good money for wasted time, which might be saved, that the customer, not I, might reap the benefit. When this fact sifted through my brain I ordered all the type in cases with the exception of that which was run time and time again, and even then I took care to give instructions that under no circumstances were these jobs to be "picked" for sorts. I am satisfied that I have made money by this operation.

If you must have some jobs standing, see that you have reasonably full cases of type. It pays by eliminating the time spent in hunting for sorts, etc. In a few days you will save enough in actual expense to buy enough type to create this condition of affairs and after that it is all money gained — velvet, as the gamesters say. Besides, with full cases you are in position to take any job that your presses can do and be able to promise to a reasonable degree of certainty just when it will be done. Soon after I started in on this plan I began to see profits which never before existed for me.

* * *

SCHOOL OF JOURNALISM TO SERVE THE STATE'S NEWSPAPERS AND PRINTING OFFICES

It is stated that the first call upon a State University to extend its state service work to meet the needs of editors and publishers was made by the Kansas Editorial Association at its annual meeting in Topeka. The editors adopted a resolution, by a unanimous vote, asking the University of Kansas to provide a cost expert to tour the state, installing the system in their offices and to act as a general adviser to the publishers on technical problems. The association requested the department of journalism to prepare a book on the workings of the cost system for general distribution.

The plan of making the equipment and faculty of a university an aid to the newspaper interests originated with Professor Merle Thorpe, head of the department of journalism of the University of Kansas. Professor Thorpe pointed out that since publishing was the sixth industry in importance in Kansas, it deserved equal attention with farming, medicine, pharmacy, teaching and any of the forty other callings which the University of Kansas is directly assisting.

As preliminary steps in this service work the department of journalism has established a clearing house in which editors may list their papers for sale and be put in touch with buyers who are seeking papers through the department, and also furnishes estimates on technical jobs and gives advice on the cost system.

Professor Thorpe recommended to the university regents that they detail H. S. Neal, head of the department printing plant, and one of the best cost experts in the country, to put the offices of Kansas on a cost basis, as the Editorial Association requested. This plan was incorporated into the university budget, which is now under consideration by the legislature.

The following resolutions of the editors endorse the work of the department of journalism in addition to asking for the cost service:

Resolved, That we, the Kansas Editorial Association, commend the work of the department of journalism at the University and the department of industrial journalism at the State Agricultural College, in giving practical training in newspaper work and equipping students for better service. We believe they should receive every encouragement and be given the means to fulfill their plans for usfulness to Kansas newspaper interests.

We favor the carrying on of the plans of the department of journalism at the University of Kansas for placing a cost expert at the service of Kansas publishers, who represent the sixth industry in Kansas, but have received no direct benefit along the lines of service work done by the state institutions.

Resolved, That we request the University to publish the booklet on a simplified cost system for small printing offices, prepared by the department of journalism, in order that it may be distributed among the editors and printers of Kansas.

* * *

BUSINESS NOTES

Wanner Machinery Company, of Chicago, have added to their line the sale of the Omaha folder. This is the machine that has made a great success in the country offices that require an attached folder.

* * *

The Hamilton Steel Cabinet, with movable top, shown in insert this month, will be of interest to all printers who are looking out for the future as well as for the present. The cabinet is so constructed that the top may be changed at any time to meet new conditions. The insert this month is the second of four, describing and illustrating the Hamilton manufactures. The other two will appear in April and May respectively. It will be found profitable carefully to read and consider the facts presented in these and other inserts from month to month.

* * *

There is scarcely anything more convincing as to the values, adaptableness and continued profitableness of a machine than is the repeated order for the machine by the satisfied users thereof.

The four page insert of the Merganthaler Linotype Company this month, giving facts as to "Repeat Orders for Multiple Magazine Linotypes," furnishes proof of the fact of the great and recognized value of the machine as meeting an insistent want or demand, and that — except for special classes of work — shows "the Multiple Way Is the Modern Way."

* * *

We call our readers' attention to page 157, showing the Art Caxton Platen Press. This press is manufactured by John Haddon & Company, London, and its Sole American agency has been placed with H. Hinze & Company, Tribune building, New York City. Mr. Hinze reports the sale of about twenty of these presses in this country, and asserts that the outlook for future business is very bright.

Mr. Fletcher representing John Haddon & Co. has been staying here for several weeks to look after the installation of a number of machines, and he will probably stay another few weeks to have the customers become acquainted with this wonderful press, which is the largest and heaviest of its kind on the market.

Mr. Hinze has just opened a show-room at 116 Nassau street, ground floor, and is expecting one of his latest models, and we advise our readers to communicate with Mr. Hinze regarding the demonstration of this wonderful press.

* * *

Keystone Type Foundry gives a very attractive showing, in text and illustrations, this month, of a few pieces selected from their extensive lines of Steel Composing Room Furniture. These each and all embody the latest and most modern ideas of efficiency in design and construction. The idea claimed by the Keystone Type Foundry is "the giving to each the exact equipment in design and arrangement needed to handle the work in that particular plant to the best advantage."

C. M. Ritchey formerly Western Representative of the St. Louis Republic and Farm Progress has joined the staff of the Arthur Capper publications, and will represent the Missouri Valley Farmer and Kansas Weekly Capital in both Eastern and Western territory. Mr. and Mrs. Arthur Capper of the Topeka Daily Capital returned on February 16 from a five weeks' trip to Panama and the West Indies. The trip was made with a large party of Southern and Western business men.

Among the newspaper men who were in the party were Frank G. Bonfils, of the Denver Post; H. L. Pittock, of the Portland Oregonian; Samuel A. Perkins, of the Tacoma Ledger, and Robert J. Burdette, the California humorist. They spent several days at the canal, and also stopped at Kingston, Jamaica, and Havana.

"INTERESTING AND INSTRUCTIVE"

The Phoenix Press, 2218 Pitkin Avenue, Brooklyn, N. Y.

Feb. 21, 1913.

Mr. B. B. Herbert,
Editor National Printer-Journalist,
Chicago.

Dear Sir: Enclosed please find M. O. for four dollars in payment of 1912 and 1913 subscription.

I always look forward to the receipt of the Journalist as I enjoy the many items, which are both interesting and instructive. I wish to congratulate you upon your Silver anniversary, and hope that you will continue the publication, and that we may celebrate the Golden anniversary.

Very truly yours,
S. RUBINSKY,
Prop. Pheonix Press.

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WETTER

THE WETTER · THE STANDARD OF THE WORLD

TYPE-HIGH NUMBERING MACHINE

Sold at Right Prices by All Type Founders and Dealers

Wetter Numbering Machine Company 343 Classon Avenue, Brooklyn, New York, U. S. A.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

OLD TYPE WANTED—Cash or exchange. Empire Type Foundry. (Not in the Trust), Buffalo, N. Y.

MONOTYPE WANTED—Second-hand. C. L. Darte, 306 Lexington avenue, Buffalo, N. Y.

THE PACIFIC COAST offers some splendid opportunities for live, wide-awake printers and newspaper men with some capital who desire to go in business for themselves. The Panama Canal will bring millions of people to this section and already new opportunities are springing up daily. If you are interested in laying a solid foundation for your future in the printing business, address Mr. Tingle, 4715 Wilton Place, Los Angeles, California, and information will be given you free.

Bargains in Printing Presses
FOR SALE

FOR SALE—Three-deck press, prints 4-6-8-10-12-14-16-18-20-24 pages. Overhauled and rebuilt. Will sell at very low price. THE GOSS PRINTING PRESS CO., CHICAGO ILL

FOR SALE—Four-deck press, prints 4-6-8-10-12-14-16-20-24-28-32 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One Flat Bed Perfecting Press, prints 4-6-8 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

WANTED—Master printer, experienced in selling, estimating and managing, with $3,000 to invest in medium sized plant doing a profitable periodical, book and catalogue business in Ohio city. Address M, care National Printer-Journalist.

FOR SALE—Lever paper cutter, "Leader." In condition for immediate use. A bargain for some one. Address, Sohm Electric Co., Ravenswood, Chicago.

Franklin Photo Engraving House

Designers
Illustrators
Photo-Retouchers
Commercial Photographers

Halftones
Line Etchings
Color Engravings
Embossing Plates

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Philadelphia.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST

PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tells the story.

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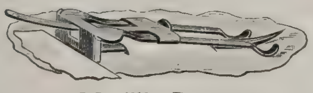

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SPRING TONGUE GAUGE PINS
$1.20 per doz with extra tongues.

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting Great in efficiency Method of attaching does not interfere with raising tympan Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.
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From us or your dealer. *Free Booklets.*

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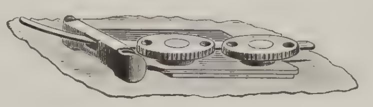
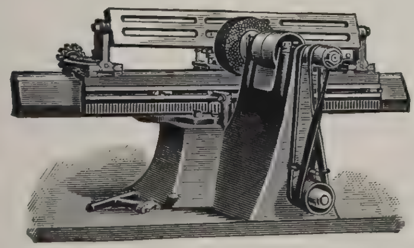


Megill's Patent
DOUBLE-GRIP GAUGES
$1 25 set of 3 with extra tongues.



Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes, which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

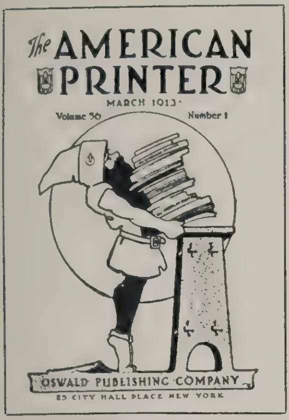
THE BLACKHALL MFG. CO., BUFFALO, N. Y.

**When
You Need
Engravings**
FOR ADVERTISEMENTS,
YOUR PAPER, LETTER HEADS,
OR BOOK ILLUSTRATIONS,
Remember and

**"WRITE TO
SANDERS
ST. LOUIS"**

**ENGRAVINGS
BY EVERY MODERN METHOD**
WE ISSUE SPECIAL SPECIMEN BOOKS
SHOWING WORK BY THE DIFFERENT PROCESSES.
TELL US WHAT YOU ARE FIGURING ON AND
WE WILL SEND SPECIMENS WITH PRICES
**Sanders
Engraving Co.**
ST. LOUIS
MO.

The Contest in Printshop Knowledge



has stirred printers everywhere and awakened them to the fact that they know very little, comparatively, about their vocation. They are looking up facts. It costs nothing to enter, as the contest is purely educational. Write for a set of the rules and questions.

The March number of the American Printer

contains full particulars about the contest, and is filled with interesting, practical matter for all departments of the printing business, color inserts, reset advertisements, groups of commercial printing, and portraits of well-known printers and publishers. Among the subjects treated are typography, advertising, selling, presswork, machine composition, estimating, apprentices, binding, queer things, review of books, business and cost problems, engraving, convention talks, news of various kinds, supply field information. THE AMERICAN PRINTER is a magazine of printing, and should be read regularly.

Send 30c for a copy of the March number, or $3.00 for a year's subscription
Oswald Publishing Company, 25 City Hall Place, New York

WANNER
MACHINERY CO.
A.F. WANNER PROP.

**Swink Cylinder Presses, Golding Job Presses,
Chandler & Price Machinery,
Hamilton Wood Goods,
Allen Vibrator, Challenge Machinery.
Special Machinery for Press Rooms.**

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Automatic Machines—Toledo Web, Falcon.
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Cutters—Chandler & Price, Diamond, Advance.
Stitchers and Punches—Monitor, Southworth.
Perforators—National, Monitor, Burton.
Proof Presses—Vandercook, Potter.
Blocks—Challenge, Rouse, Wesel, Meisel, Wilson.
Motors—Crocker-Wheeler, Kimble.
Folders—Omaha, Mentge's, Anderson, Brown.
Wood Goods, Wood Type—Hamilton Composing Room Furniture.

Largest Stock of Rebuilt Newspaper Presses and Machinery
Write for Circulars

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Printers' Ready Reckoner

Shows at a glance the stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1,000 copies of a book in any form, from octavo to 32 mo, with other valuable tables. Fourth edition, enlarged. Price 50c.

NATIONAL PRINTER-JOURNALIST
STATION X - - CHICAGO

Read by British and Colonial Printers the World Over

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

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RAITHBY, LAWRENCE & CO., Ltd.
LEICESTER, De Montfort Press
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Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist
STATION X, - - - CHICAGO, ILL.

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Contains instructive information on all the various parts of the printing business, with diagrams of imposition and useful tables. "A book of instruction for beginners, a book of reference for the more advanced." 4th edition. 200 pages. Cloth, $1.00

National Printer-Journalist
Station X - - CHICAGO

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The man who wins is the man who knows, and the man who knows is the man who reads. The books written on printing and related industries are teeming with money-making information The best list of

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Composing-room
Drawing and Illustrating
Electrotyping and Stereotyping
Estimating and Accounting
Lithography
Machine Composition
Miscellaneous
Newspaper Work
Presswork
Process Engraving
Proofreading

These books contain efficiency information covering all branches from newspaper work and business management to the care of rollers. Send for the catalogue—a postal will get it.

You should have *the Inland Printer* in your office. It is the world's leading printing-trade journal. It costs $3 a year and is worth $30. $1.50 for six months or $1 for four months. Take it on trial and see how it helps.

The Inland Printer Company
632 Sherman St., Chicago

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DRAWINGS
of any description, and for every purpose, in
PEN AND INK OR WASH.
for LETTERHEADS, CATALOGS, COVERS, MAGAZINES OR 'AD' DESIGNS.

MECHANICAL DRAWINGS
FROM BLUE PRINTS OR PENCIL SKETCHES.
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HALF-TONES, ZINC ETCHINGS, COLOR WORK OF EVERY DESCRIPTION, IN TWO, THREE OR MORE COLORS, WOOD ENGRAVING, WAX ENGRAVING, ELECTROTYPING, STEELOTYPING, NICKELTYPING STEREOTYPING, COMMERCIAL PHOTOGRAPHING.

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167 ADAMS STREET, CHICAGO.

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The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

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DECREASE YOUR LOSSES

RATINGS

MOST CAREFULLY REVISED
and based upon substantiated statements and ledger facts furnished by the trade.

THE TYPO MERCANTILE AGENCY
GENERAL OFFICES - 160 BROADWAY, NEW YORK

COMBINATION OFFERS

OFFER No. 1

Printing Trade News (weekly, $3) **Printing Art Suggestion Book (monthly, $1)**	**$3.50**

OFFER No. 2

National Printer-Journalist (monthly $2) **Printing Art Suggestion Book (monthly $1)**	**$2.50**

The Printing Trade News

The Printing Trade News, 64 pages, is published weekly and has a very comprehensive business news service from all sections of the country. It deals entirely with the affairs of the business office and the executives. It collects weekly beside printing house news, that of the binders and rulers, the electrotypers, engravers, trade composition houses, the supply trade paper houses, lithographers, etc., has a business fiction story each week, patents of interest to printers, and editorially reviews important doings of printers and publishers during the week.

The Printing Art Suggestion Book

This is a monthly publication issued by the University Press, Cambridge, Mass., containing examples of typographic and other designs intended to assist the printer and those who are printing in the choice of color schemes, inks, and papers. It contains samples of standard papers, as well as novelties which are brought out from time to time by the various mills. It is full of ideas and suggestions for typographic design, display, and color schemes.

Send orders for the combination offer to

National Printer-Journalist

Ravenswood Park, Chicago

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
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Kenton Place above Sansom Street
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The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

EXPOSITION NUMBER

NATIONAL PRINTER-JOURNALIST

GRAND CENTRAL PALACE, NEW YORK CITY
The National Printing, Advertising, Publishing and Allied Trades Exposition is to be held in this building
APRIL 19-26, 1913

APRIL, 1913

PRICE 20 CENTS

H. D. ROOSEN COMPANY

Manufacturers of Printing and Lithographing Inks
of the Highest Quality

Main office and works:

Brooklyn, N. Y.

BRANCHES IN ALL THE PRINCIPAL CITIES

PAPER and TYPE

Must Be Complementary

to produce the most pleasing effect, and it is obvious that the advertising value of printed things absolutely depends upon the harmonious relationship between the two.

One must be able to read a catalog, circular or book with perfect ease and comfort and without undue strain on the eyes. Especially is this point essential to keep in mind where there is considerable text-matter.

It is a serious strain on the optics to read text, even if set in fair sized type, when printed on a highly finished, shiny paper. The glare of the paper is distracting and renders reading extremely tiresome, as well as harmful. To prevent this the printing should be done on paper which has a highly receptive printing surface but is free from the objectionable glare, and has a soft, restful color. Such a paper will assist the type matter in concentrating the reader's attention where it is wanted.

STAR ENGLISH FINISH BOOK fills the bill to the letter. That its splendid quality is fully appreciated is evidenced by its steadily increasing sales. We strongly recommend it for your consideration in connection with catalogs and advertising literature, text and school books, magazines and periodicals.

You will undoubtedly find STAR ENGLISH FINISH a better paper for many purposes for which you are now using paper of higher cost.

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Southwestern Paper Co.	Dallas, Texas
Southwestern Paper Co.	Houston, Texas
Pacific Coast Paper Co.	San Francisco, Cal.
Mississippi Valley Paper Co.	St. Louis, Mo.
Sierra Paper Co.	Los Angeles, Cal.
Oakland Paper Co.	Oakland, Cal.
Commercial Paper Co.	New York City
Central Michigan Paper Co.	Grand Rapids, Mich.
Mutual Paper Co.	Seattle, Wash.
American Type Founders Co.	Spokane, Wash.
American Type Founders Co.	Vancouver, B. C.
National Paper & Type Co. (export only)	New York City
National Paper & Type Co.	City of Mexico, Mex.
National Paper & Type Co.	City of Monterey, Mex.
National Paper & Type Co.	Havana, Cuba

Write us for convincing printed specimens, or as many sheets of any size and weight as you may wish for proofing or dummy purposes, or if you would like to have us make dummies for you let us have your specifications.

BUTLER BRANDS PAPER THE BEST

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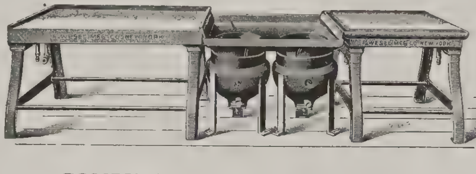
Chicago
Established 1844

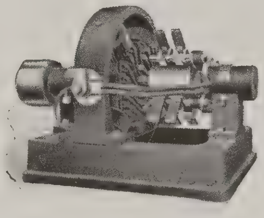
WESEL ELECTROTYPE EQUIPMENT



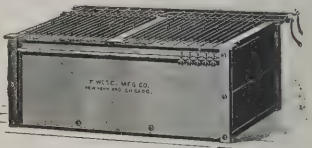
COMBINATION WAX APPARATUS
Gives Perfect Facility for Wax Case Making

We Have Printed Matter that Answers the Question "What Will It Do?" More Fully About Each of These Machines, and Others

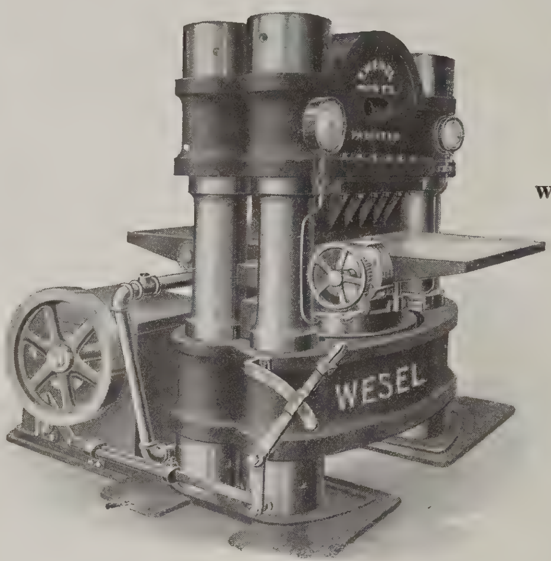
WAX SHAVING MACHINE
Gives Smooth Case of Uniform Depth



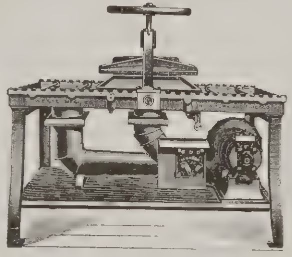
DYNAMOS FOR DEPOSITING
Those We Sell Give Greatest Efficiency and Economy



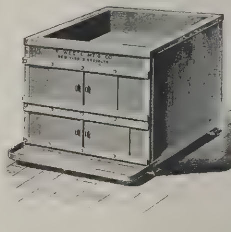
DEPOSITING TANKS
Wesel Tanks Are Most Durable Made



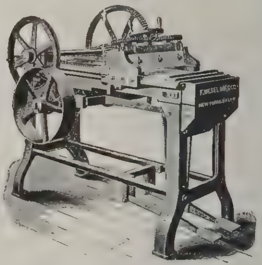
2,000-TON LEAD PRESS
Gives the Service Necessary for Perfect Color-Plate Duplication



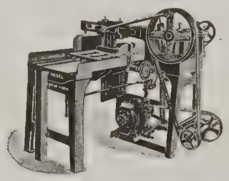
BACKING PAN STANDS
Save Time and Insure Good Work



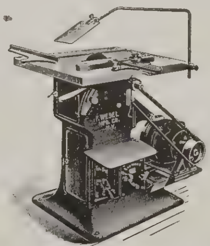
WESEL FURNACES
Burn Gas or Coal Economically



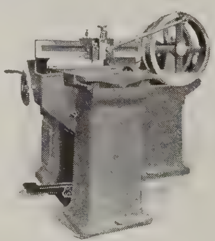
POWER SHAVER
Clean Cut with Rapid Return



PAN CLEANING MACHINE
Saves Labor and Improves Product

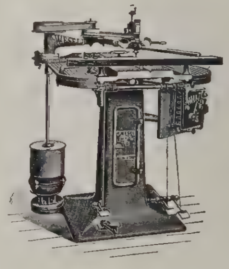


WESEL SAW TABLE
Saws Accurately Under Severe Usage



ROUGHING MACHINE
Roughs Plates True at Highest Speed Possible

TYPE-HIGH MACHINE
Produces Uniform Accuracy



WESEL ROUTER
Cuts with Precision

OUR EXHIBIT

at the National Exposition in New York in April Will Be of Especial Interest to Electrotypers. We Will Send Tickets to Any Electrotyper Asking for Them

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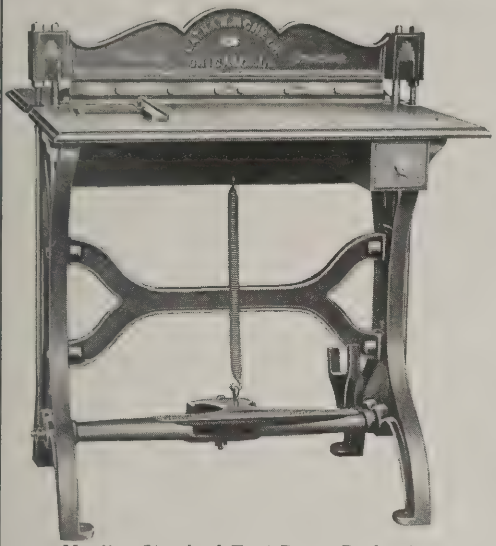

Monitor Standard Foot Power Perforator

Let Latham Figure With You

Complete Bindery Outfits
Write For Estimates

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Wire Stitchers
Punching Machines
Perforators
Embossers
Table Shears
Creasers and Scorers
Paging and Numbering Machines
Round Corner Cutters
Standing Presses
Job Backers
Etc., Etc.

No. 4 Monitor Wire Stitcher
Foot Power

All Monitor Machines Will Be on Exhibition at Nat'l Ptg. & Allied Trades Exhibition in New York April 18-26th—Come and See Them.

MANUFACTURED BY

LATHAM MACHINERY CO.

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Boston, 130 Pearl Street

Boston Wire Stitchers!
Boston Staple Binders!

Single Head and Multi Heads will be exhibited at the International Printing and Advertising Exposition in New York City, April 19 to 26. Publishers of periodicals of large circulation should investigate the new No. 9 Multi Boston.

American Type Founders Co.

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These are the results obtained in book, job and catalogue composition when placed in our hands. Your correspondence is earnestly solicited in regard to the production of booklet, catalogue or publication, with the assurance of highest class workmanship.

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Typesetting Co.

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Cutting Machines

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NIEL GRAY, JR., PROPR.

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Then use money making equipment—equipment that eliminates waste at every turn—that cuts out all unnecessary labor—that not only makes it possible, but *easy* to turn out more and better work—equipment that reduces your costs to the lowest possible point and that extracts *all* the profit—the very last penny—out of your work. The best and surest way to do this is to

Use

Rouse Time Savers

for Printers

Lead and Rule Cutters
Line-Slug Cutter
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Graduated Galleys
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Each the Best of Its Kind

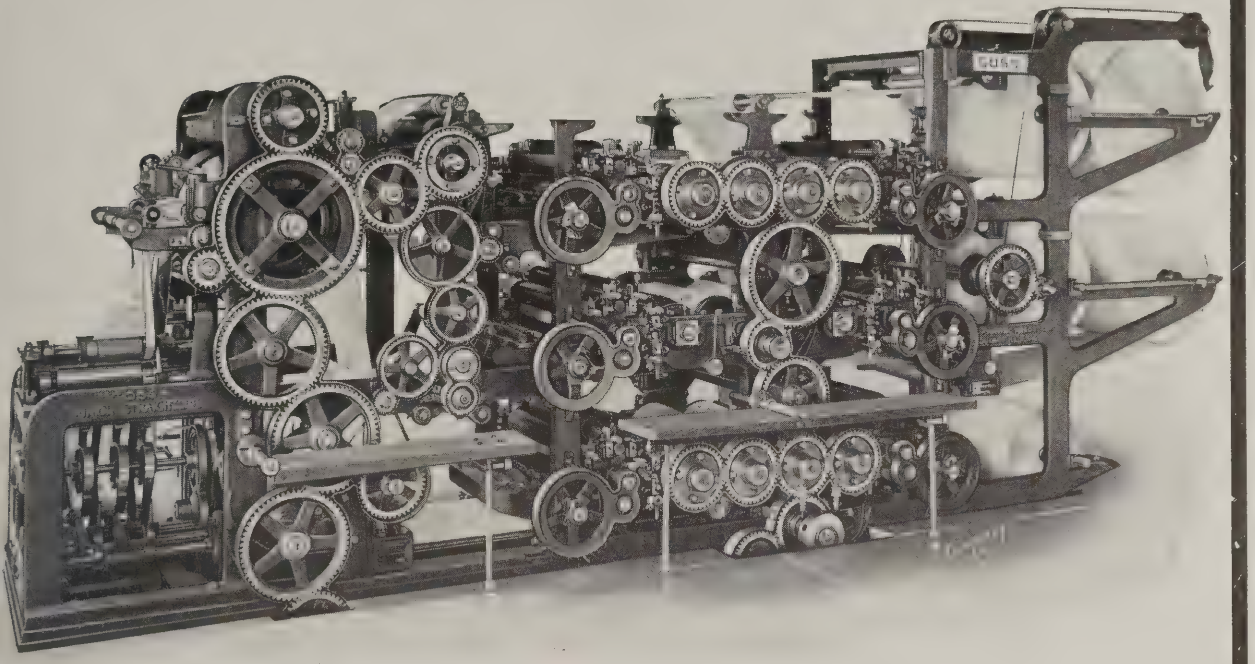
H. B. Rouse & Company
Chicago, U. S. A.

SOMETHING ENTIRELY NEW

THE

GOSS Junior Straightline

Built on Our Regular Straightline Design



Built 2, 3, 4-deck high, or in tandem, according to space or selection, producing 4, 6, 8, 10, 12, 14, 16 pages in book form, printing seven columns wide by length of columns from 20 in. to 22 in. All plates cast from our standard stereotype machines (no boring of plates required). Can be arranged to print from one to three extra colors. Additional decks or sections can be added at any time in the future. Can be made to deliver products either one-half or one-quarter page size. Best workmanship and material used in its construction. Ask for further particulars.

Manufactured by

Goss Printing Press Co.

Sixteenth Street and Ashland Avenue
Chicago, Illinois

NEW YORK OFFICE: No. One Madison Avenue, Metropolitan Building

Says Barnhart's Jake:

"It's scandalous the big fires we've been having in Chicago this winter. It gives me the shivers to think how many perfectly good pool balls must have gone up in smoke in that Brunswick-Balke blaze. Lucky thing it was day time when the old World's Fair hotel on the Midway started because it started quick and somebody would certainly have been singed if the fire had started at night.

"There are a lot of printshops around Chicago and in other cities that would burn like a stack of matchboxes if they ever got a chance. The old wooden stands and cabinets would make a nasty blaze. And if there's anything that puts a printer to the bad it's a fire in the composing room. Besides destroying a lot of valuable type and sundries it invariably burns up the copy and cuts for some big catalog job or issue of a paper which puts a good customer to all kinds of trouble and gives the shop a black eye generally.

"If these printers would just get their eyes open and provide their composing rooms with Barnhart All-Steel Furniture they would remove all danger from that source and be thankful ever afterward. But I suppose some of them will have to wait until the fire comes. It's like the song says: 'You never miss the little Miss until she's Mrs. Somebody Else?'

"Seriously, though, if printers generally realized how much it would be worth to them to have an up-to-date, fireproof, sanitary composing room—the kind that makes the compositor happy he's living—we couldn't turn out Barnhart Steel Composing Room Furniture fast enough."

Barnhart Brothers & Spindler

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168-70-72 W. Monroe St.
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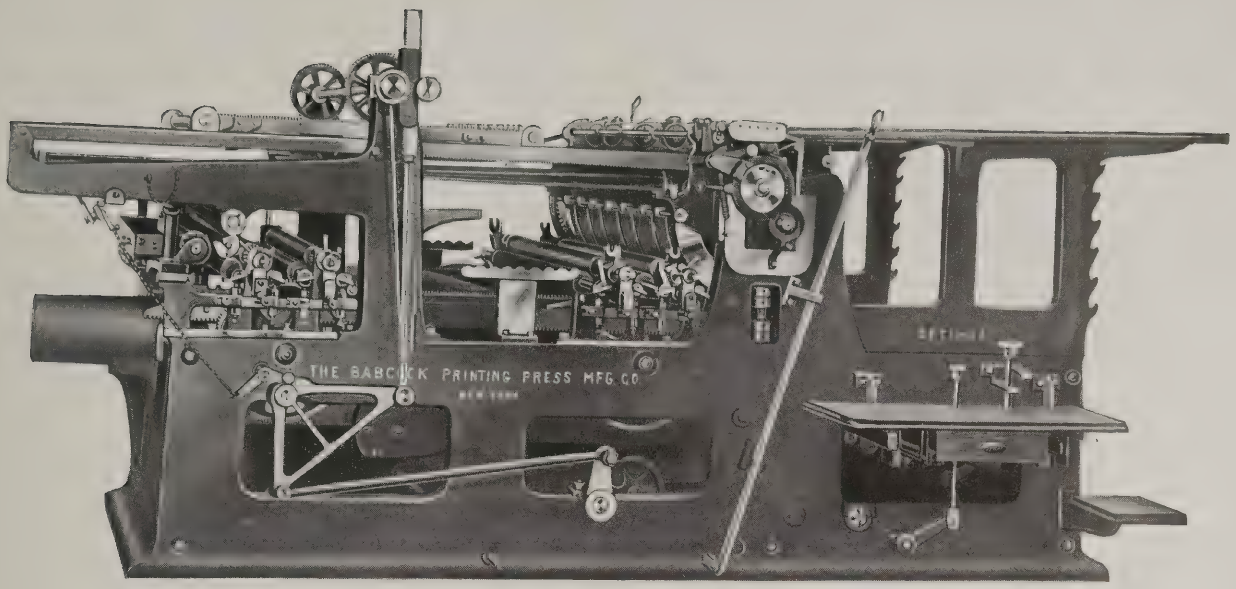
Creators of Barnhart Type Faces.



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Winnipeg

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS KANSAS CITY OMAHA ST. PAUL SEATTLE DALLAS WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

The Babcock Optimus

The Babcock Optimus

It is easier to get rigidity above impression than below it. As in the previously described bed supports, here too the Optimus is first. Its cylinder is heavy; powerful inside bracing increases its rigidity beyond any requirement; it is accurately balanced for smooth running. A steel shaft that seems unnecessarily large is driven to place before cylinder is turned and finished. The cylinder's rigidity on impression however depends not more upon itself than upon the auxiliaries of boxes and lift. Combined or separate the Optimus' whole is a splendid example of mechanical perfection, effectiveness and simplicity.

Optimus cylinder boxes are its cylinder lift. They unite two functions widely separated in others, and less simple and direct. Technically the Optimus has a split box, with upper and lower parts. Firmly fastened together, the box is bored and reamed twice; separated the interiors are readily scraped to perfect surfaces. Into the completed box with the same precision and made in the same way is fitted a sleeve that receives the cylinder shaft. This sleeve where the shaft rests is eccentric. The cylinder is lifted by bringing the high point of the eccentric down, and a simple cam and lever action does this.

That is all there is of the Optimus cylinder lift, positively the simplest and strongest used, lacking springs, toggles, rods and complexity of any sort. It is a vital item in press rigidity. The long bearings and their exact surfaces give slow wear, and after use for years the split box affords a take-up. When on impression the eccentric is centered; there is no strain on connections.

Other cylinder boxes, made differently, are loose in the sideframes and slide up and down with the cylinder. Those of the Optimus do not slide; they are bolted solidly to the frames, and bring the impression line under a cylinder held rigidly to place in the most direct way, entirely barren of parts and movements that furnish elasticity and quick wear.

It is immaterial when cylinder is tripped. Should it be on form, the impression will be completed without waste; it will rise at the end of it easily and naturally.

The efficiency of any press on trying work depends greatly upon its lift. The compactness and solidity of the eccentric lift insures Optimus rigidity. It is one of the several things that combined give us a press stronger under impression than any the trade has ever known.

SET IN AUTHORS ROMAN

FRED'K H. LEVEY CO.
NEW YORK
MANUFACTURERS OF
HIGH GRADE
PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

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A GOOD STAPLING MACHINE
Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
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Progress Typewriter Supply Co., Ltd., London, England, European Agents

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

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Telephone, Harrison 5260-5261-5262 All Departments

Keystone-ize Your Plant

Discard Obsolete Materials and Methods

THE OLD TIME stage coach, the canal boat and the tallow dip are but memories of our oldest inhabitants. Such methods would be wholly inefficient in these days of 100-mile-an-hour mail and express trains, wireless telegraphy and electric lights, yet, in the printing industry, especially in composing rooms, where all printed work originates, we invariably find that methods just as ancient and obsolete are still retained. The Keystone has made a study and analysis of such conditions in printing plants, and with the ability to improve and modernize we introduce better methods, eliminate lost motion, obtain greater efficiency, and thereby insure increased production and better quality at reduced cost.

Keystone originated the idea of combining a real, practical, labor-saving and cost-reducing working system with the most durable and satisfactory construction in Steel Furniture yet devised, and the two, in harmonious combination, are obtainable only in what is known as our service and our composing-room equipment. We devised the working system first, and embodied it in the only really serviceable and lasting construction ever offered to the printers of this country.

Remember this: Keystone was the first to design and build the present-day composing-room equipment in steel, and was the first to erect and operate a plant for this specific purpose, and is today furnishing this service to more printing plants of this country than all its competitors combined.

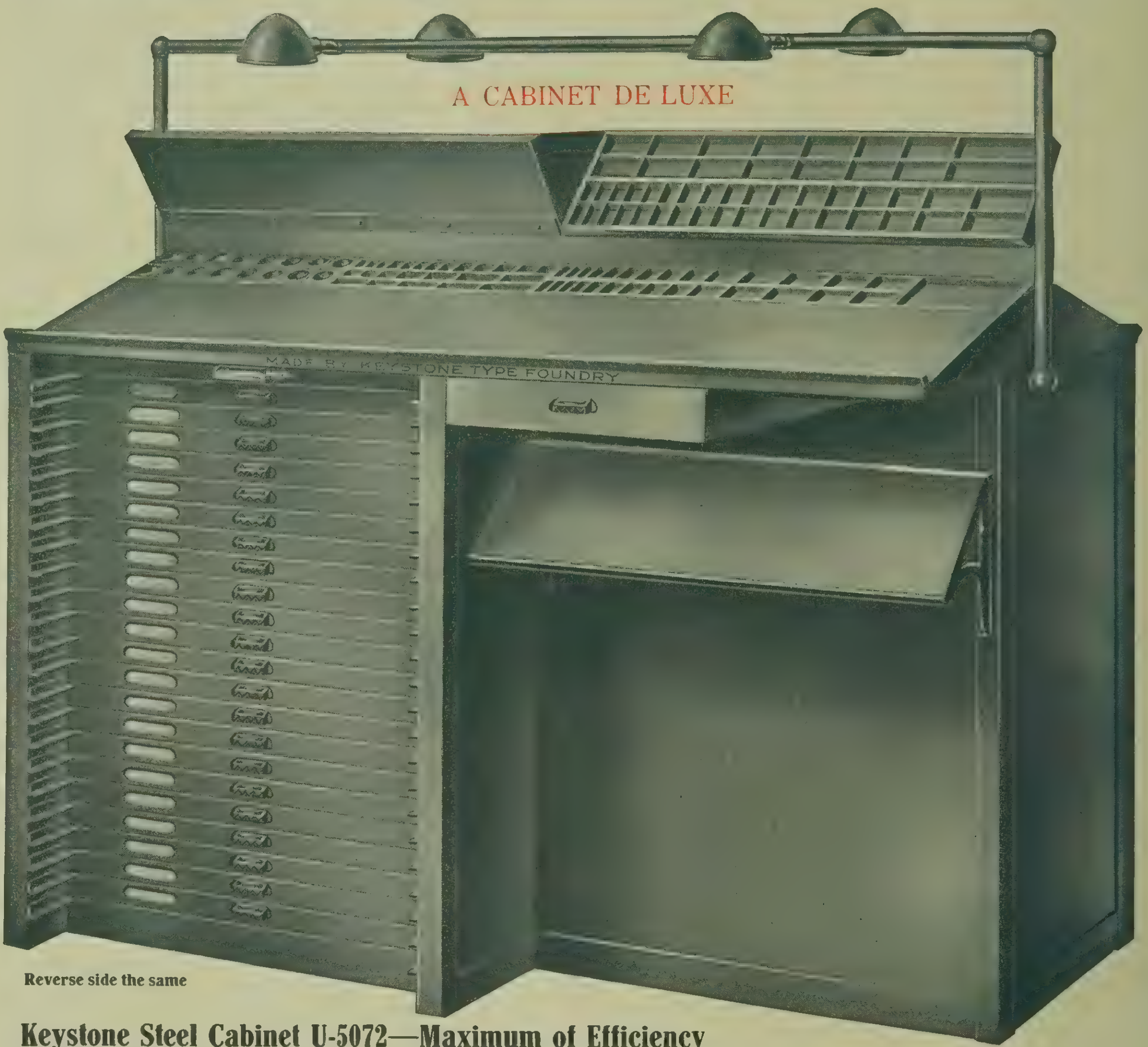
Would it interest you if we should suggest a working system that would effect a saving of from 10 to 25 per cent. in cost of operating your plant, and insure a larger output in a reduced floor space? We would like to submit proofs of what our service has done for others. Put us on the job at once.

Philadelphia
New York
Chicago

Keystone Type Foundry

Detroit
Atlanta
San Francisco

Composing Room Efficiency



Reverse side the same

Keystone Steel Cabinet U-5072—Maximum of Efficiency

BOTH sides of this Cabinet are exactly alike and the arrangement of the Equipment is such that when two compositors are working, one on each side of the cabinet, either has his own individual equipment—a double-depth lead and slug rack on top; a slanting work-bank the full length of the cabinet with a sunken section containing auxiliary boxes for holding half measures, justifiers or rule, and sixteen round bottom boxes for copper and brass spaces; a drawer under the work-bank of ample proportions for copy, sticks, etc., and a man's small personal belongings. There is also a shelf below the drawer large enough to hold two quarter size cases or a dumping galley.

Such an arrangement as the above should make every compositor take a personal pride in preserving this material and keeping his equipment clean and in good order. By so doing he would concentrate adequate working material of the right kind within easy reach, save many useless steps, add to his efficiency, decrease cost of production and increase profits. A composing room equipped with these cabinets presents a fine appearance, combines efficiency and cleanliness and promotes health and good order.

The cabinet contains twenty-two extra-depth cases on each side and occupies a floor space of 71½ x 33½ inches. The electric lighting is excellent; four top lights and shades are so placed that the banks on both sides are well and evenly lighted and that no direct rays reach the compositor's eyes; a light is also placed over each tier of cases under work-bank.

Philadelphia
New York
Chicago

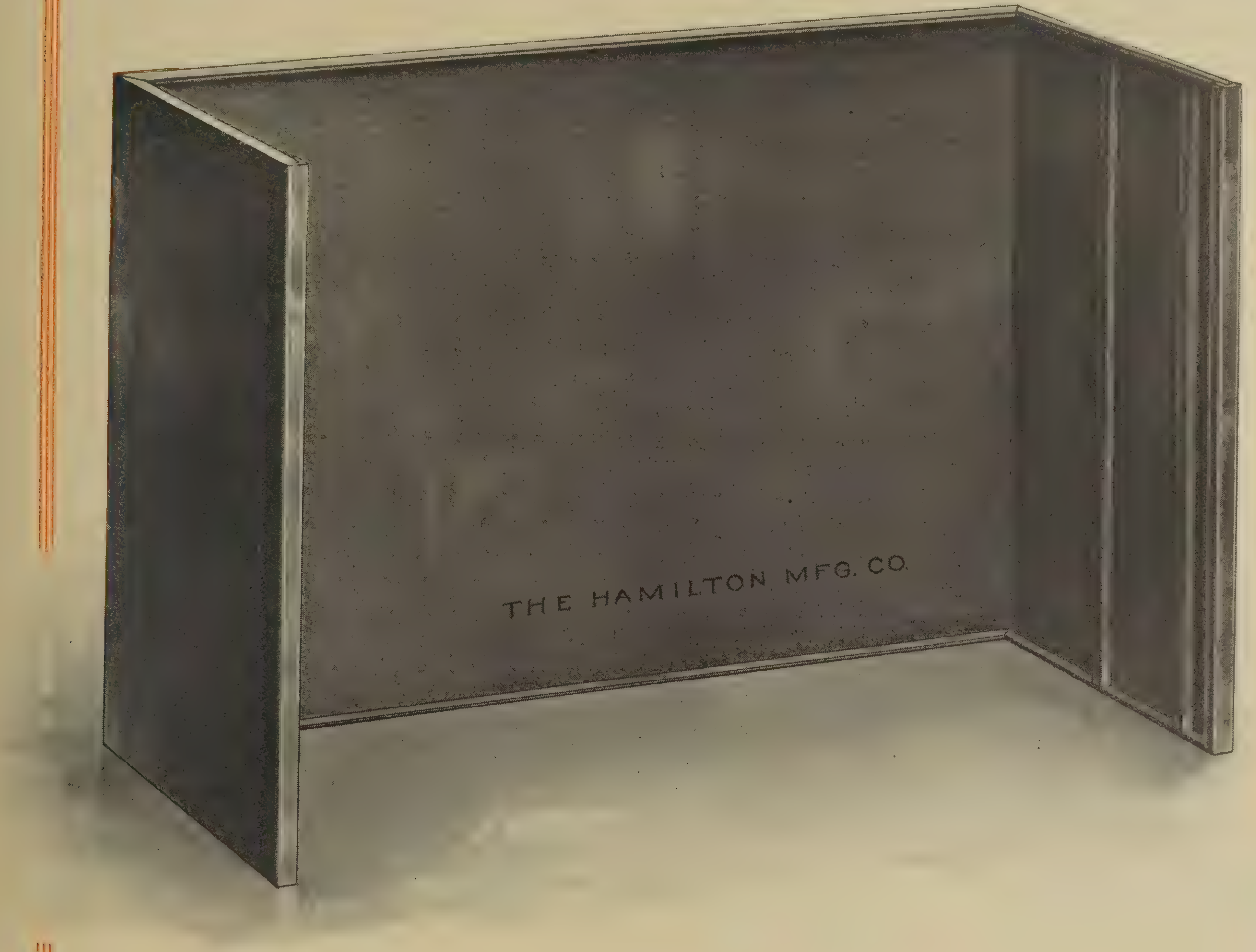
Keystone Type Foundry

Detroit
Atlanta
San Francisco

This insert set in John Hancock Condensed and Harris Roman

Hamilton Steel Furniture

A SINGLE PIECE of high grade steel goes into one of our mammoth presses and comes out a cabinet body; a body without a joint or weakened spot in it; one that will stand up under the most exacting trial, with no joints to break in shipping and no seams to open and let in dust, fire and water. The bodies are made in channel shape — the strongest formation known. They are not only rigid and durable, but have a finish and appearance all their own with their smooth rounded corners where there is no place to catch dust or tear clothing.


THE HAMILTON MFG. CO.

Look at the illustration and note the channels of steel, electric welded on the inner wall of the body to provide greater stiffness or rigidity needed in the support of the heavy loads of type stored in these Cabinets. That makes a good stiff Cabinet you say. Yes, but not strong enough yet for the many years service it is to perform. There are full plates top and bottom of the body which hold the body rigid and true, and will keep it that way as long as you need Cabinets.

Thirty years of experience in the building of furniture for printers has taught us the essentials in furniture of this character. Insist upon Hamilton furniture and you will get the benefit of this experience.

THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

HAMILTON GOODS CARRIED IN STOCK BY ALL TYPE FOUNDRIES AND DEALERS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Hamilton Wood Furniture

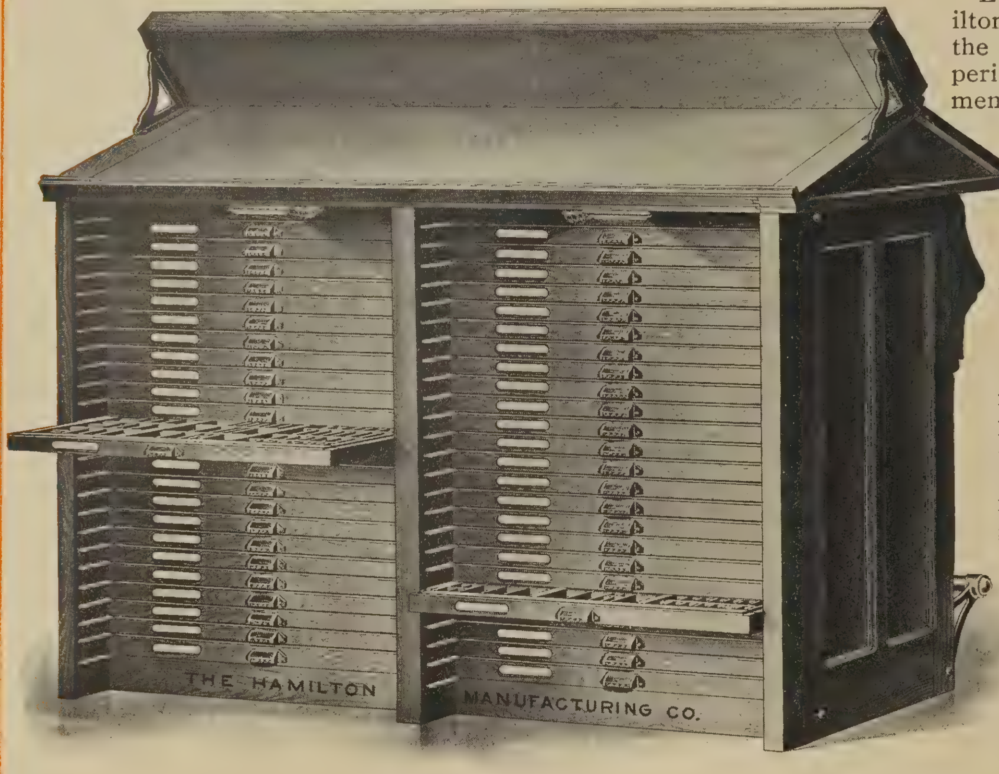
THE IDEAS and ideals embodied in the construction of the Hamilton line of Composing Room Furniture represent the crystallized thot and suggestions of thousands of practical working printers and experts, all working for the most economical production of the product of the printing-plant.

The perfection of details, as to construction, arrangement and location of the working materials, beauty in design, minimized floor space occupied, etc., are all matters of *evolution,* not *revolution.*

If we should attempt to manufacture a watch in our factories, it would, no doubt, be fearfully and wonderfully constructed, but when it comes to composing room furniture we are at home in our own chosen field.

We know the requirements of printing and printers and these requirements enter into our goods. That is the secret of the Hamilton quality.

Every buyer of Hamilton Furniture secures the benefit of this experience and improvement. You would not buy a watch made in a furniture factory or a piece of furniture made in a watch factory. Rather buy the article from the concern longest in the field with the practical experience back of it. In other words, pay only for your own experimenting. There is food for reflection in this suggestion. This the Hamilton trade mark is a guarantee of quality in Composing Room Furniture.



The Tracy Cabinet — Job Side

The style of composing cabinets with low Job Top arrangement, allowing full view of the composing room without obstruction has now come into general use in up-to-date printing-plants.

This type of construction is well represented in the Tracy Cabinet. Other types of this style are the American, Mills and Ad-Man's Cabinets, all made with removable and interchangeable tops and with uniform bodies. These Cabinets have no brackets in connection with top equipment, the cases resting on solid working surfaces.

Catalog and circulars illustrating and describing these cabinets in full will be supplied on request.

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing-plants in the United States.

WOOD TYPE

Special catalog of Wood Type and Borders sent on request. Hamilton's Wood Type is of uniform height. Made in any size desired in any assortment of characters. Material the best selected end-grain rock maple—lasts a life time. Wood type is light in weight and cheaper than metal. Our catalog has a most effective showing of type faces, borders, ornaments, catch words and calendar logotypes.

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Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

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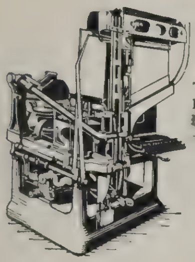
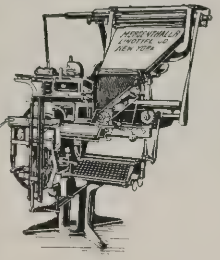
A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

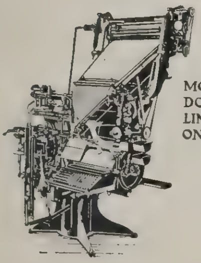
ORIGINATORS—IMPROVERS—DEVELOPERS



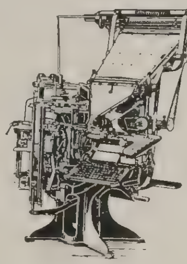
THE "BLOWER" MACHINE. 1886. ONE FACE, ONE BODY, ONE MEASURE.



ONE LETTER MODEL 1. 1892. ONE FACE. ADJUSTABLE TO BODY AND MEASURE.



MODEL 2, 1903. DOUBLE MAGAZINE LINOTYPE. FOUR FACES ON ONE MACHINE.

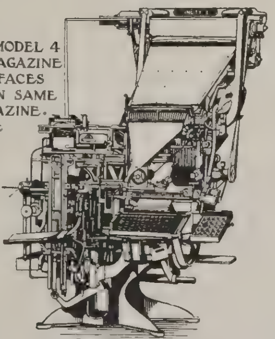


QUICK CHANGE MODEL 5 1906. LIGHT MAGAZINE QUICKLY REMOVABLE.

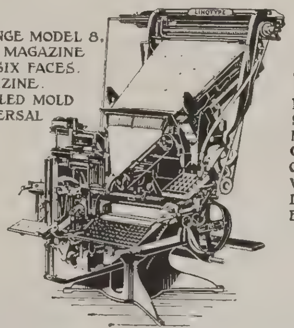
Every year for more than a quarter of a century has seen marked improvements in Linotype machines. From the earliest model to the present Quick Change Multiple Magazine Linotypes the growth and development of "the Linotype way" has always kept pace with and even anticipated the demands of the printing industry for composing machines adapted to its requirements.

Step by step the Mergenthaler Linotype Company has improved and developed its machines until the acme of perfection has been reached in

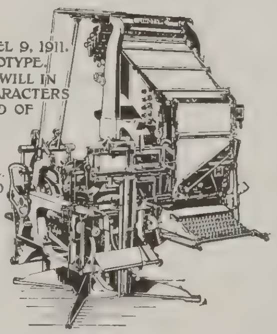
MULTIPLE MAGAZINE LINOTYPES



QUICK CHANGE MODEL 4 1906. DOUBLE MAGAZINE LINOTYPE. FOUR FACES MIXED AT WILL IN SAME LINE. LIGHT MAGAZINE. UNIVERSAL KNIFE BLOCK.



QUICK CHANGE MODEL 8, 1911. THREE MAGAZINE LINOTYPE. SIX FACES. LIGHT MAGAZINE. WATER COOLED MOLD DISK. UNIVERSAL EJECTOR.



QUICK CHANGE MODEL 9, 1911. FOUR MAGAZINE LINOTYPE. 8 FACES MIXED AT WILL IN SAME LINE. 720 CHARACTERS FROM ONE KEYBOARD OF 90 KEYS. MAGAZINES INTERCHANGEABLE AND QUICKLY REMOVABLE. WATER COOLED MOLD DISK. UNIVERSAL EJECTOR.

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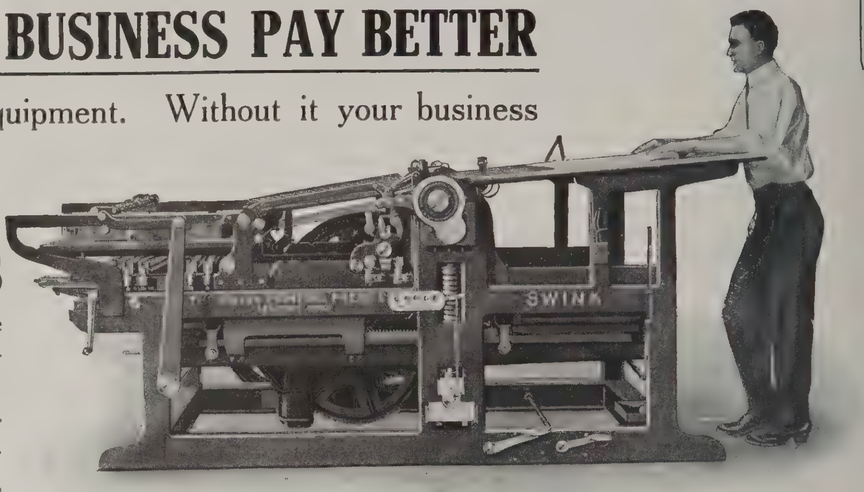

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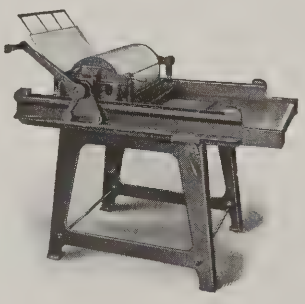

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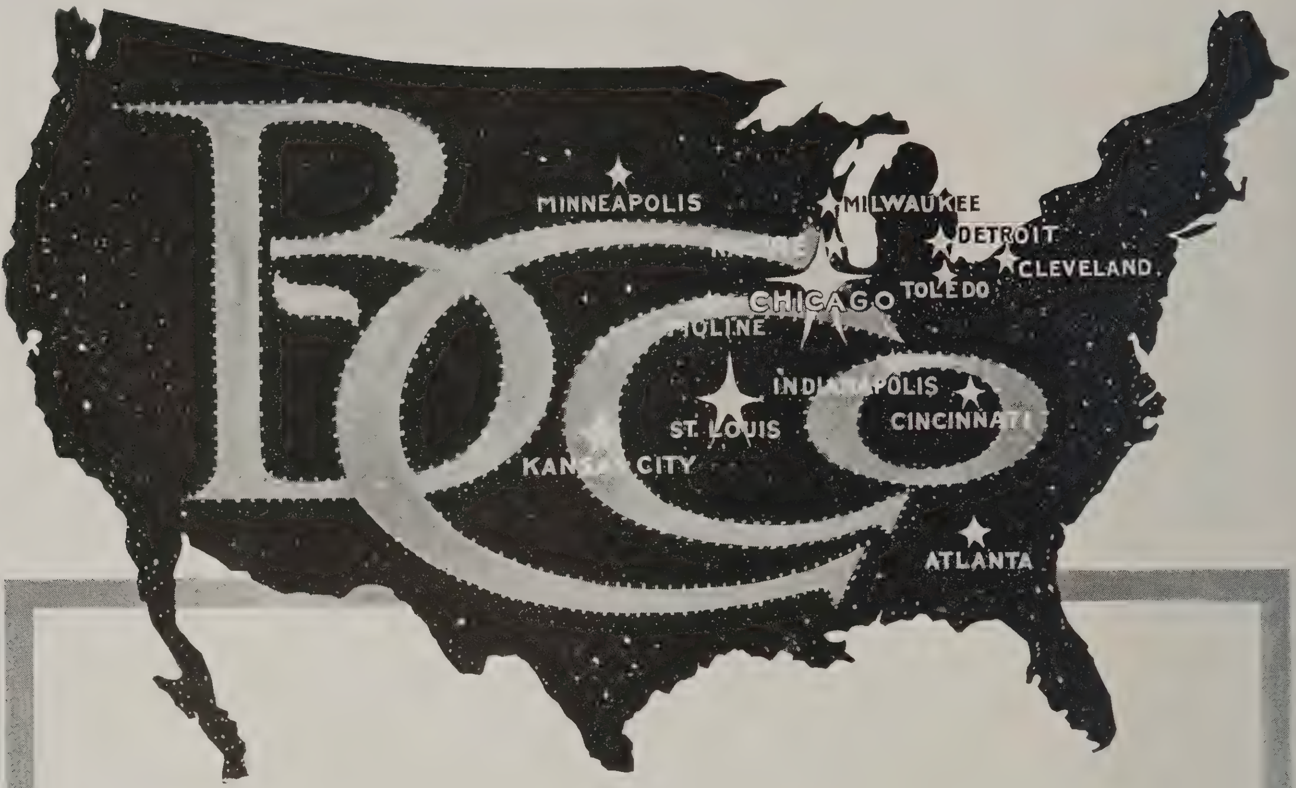

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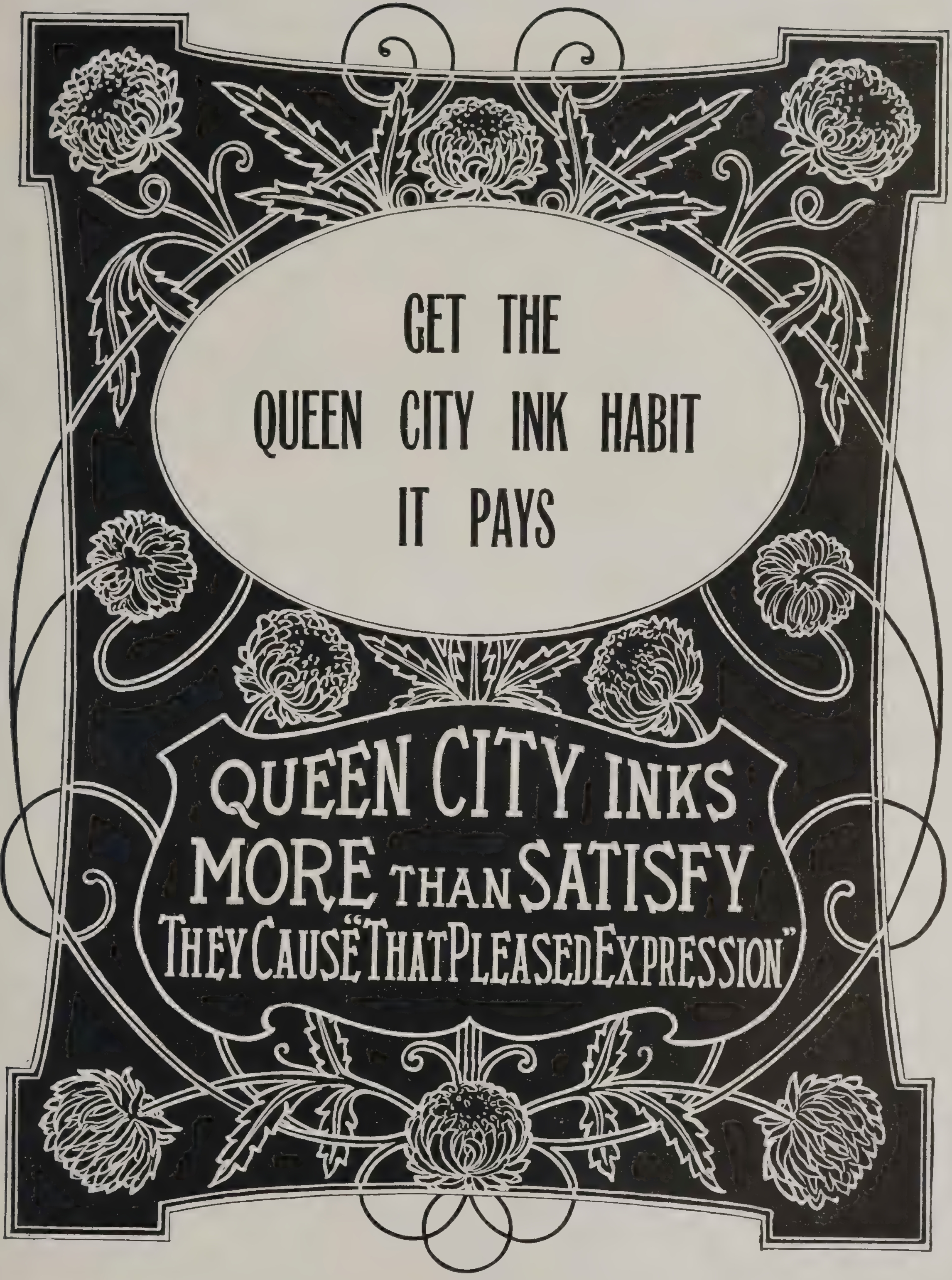

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He was as sassy as all hell."

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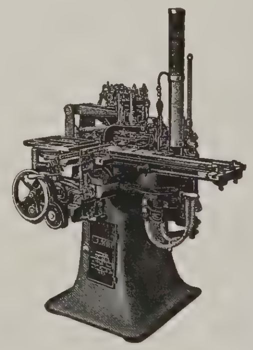

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NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-One Chicago, April, 1913 Number Four

What About the Junk?

By Jens K. Grondahl, Daily Republican, Red Wing, Minn.

NO PRINTER makes a permanent success of his business unless he can answer satisfactorily to himself and his bank account, the vital question, "What about the junk?"

The human eye is too dull to detect the decay and deterioration going on before it, and a man may follow his machinery from the time it comes from the factory, through busy days of ceaseless toil, until everything is ready for the scrap heap, without realizing in the least that he is taking part in a funeral procession. Machinery is created, labors and dies, just as certainly as the human species, the only difference is that machinery cuts cross lots to the cemetery while the man does not cut the corners quite so sharp and dallies a little longer, and not a great deal longer at that, before he winds up at his last resting place.

The very minute that the wheels start turning in a modern, up-to-date printing establishment, that very minute begins the march of expensive presses and type and costly materials on their way to the junk pile. The destructive germs of time and wear have been lying in wait for their new feast and do not lose a moment in attacking the beautiful new products from the factory and foundry. A broken wheel, a bent rod, a headless screw, before long compels a hurry-up call to the repair man and the machine doctor is thenceforth more or less permanently employed in staving off the evil day of final disintegration.

If the rapid deterioration of printing machinery could be made visible to the eye of the printer, the vision would haunt him like a nightmare every time he figures on a job. We see in moving pictures a large building being constructed or torn down in a few moments while the scene passes before our eyes. We see a corn stalk or a flower grow to maturity and fade away while the minute-hand moves a short distance on the dial. To make this seeming wonder possible, pictures are taken successively, at intervals of hours or days, and then when they are rapidly passed before the eyes of the spectator the whole process of growth and decay is viewed in a few moments of time. I have often thought that if similar pictures could be taken of a printing establishment, and the important pieces of machinery which the modern demands of the trade require, it would be an object lesson for the printer which would engrave itself on his memory forever and a day. He would see his beautiful machinery come in the front door, almost immediately begin to fall apart, and with ten grasshopper jumps pass through the building and to the scrap heap in the back yard. Expensive fonts of artistic type would accomplish the same remarkable feat in four quick jumps. Materials and appliances of all kinds would be seen in a spirited race for the hell-box and good American dollars, the dollars that

Jens K Grondahl

should be corralled and put in the cash drawer for the benefit of the business and the man who runs it, would be found the most lusty sprinters in the merry race, quick to escape beyond reach.

It is the purpose of the Ben Franklin movement, the Typothatae and the cost congresses that have been active during the past few years, to demonstrate, among other things, to the printer, how rapidly deterioration destroys the value of type, machinery and appliances, in order that they may learn that every job of printing must bear its proper share of the burden incident to such deterioration.

In considering depreciation on machinery, it should also be borne in mind that some revolutionary methods are confronting the printing trade. Presses and appliances which now are new and up-to-date, within the next few years, may be superseded by processes and machinery likely to convert the better part of any modern print shop into valueless property. Inventive genius is working overtime creating machinery and contrivances, the efficiency of which will be so superior to what is now considered the best, as to be revolutionary in their effect upon the printing trade. This fact should be kept prominent in the minds of those who consider the question at the head of this paper, and which question I have asked, not so much for the purpose of answering it myself as to have others work out for themselves the proper answer.

The printer who does not realize the necessity of including in the price of a job of printing a reasonable percentage to compensate him for the life which is taken out of his machinery while producing it, and the cost of replacement by new machinery, not only destroys his own success but also destroys the prices for others, is like the sentinel who does not understand the countersign and puts the whole army in peril. It is urgent, therefore, that those who have learned the lessons of deterioration should be more than persistent in impressing upon their fellow printers the proper answer to the all-important question, "What About the Junk?"

The printers' organizations and cost congresses, to which I have referred, have done and are doing much in this direction. Since the campaign of education started a few years ago almost every printer in the country has in some way come in contact with the idea of the new development which means independence instead of poverty, progress instead of retrogression, and success instead of failure, for those in the trade, who accept the principles of the new creed, that printing is as much entitled to an honest profit as any other line of business or manufacture.

In figuring cost and depreciation, not only the individual but the printers' organizations as well, are prone to overlook the real value of the most important machinery that has yet been put in a print shop. Upon this machinery depends all other machinery. I refer to the body and brain of the man who conducts the shop. There is perhaps no machinery in the entire printing business that receives as hard wear and as little attention. When a bearing squeaks it gets oil, when a box is hot it is given rest and when a machine is generally out of order it is immediately laid up until it is again in shape for work. Not always so with the man who runs the shop and whose body and brain are generally being ground between the upper stone of a profitless business and the nether stone of dire necessity. He can give rest to the physical and mental machinery only when deterioration reaches such an extreme stage that the doctor sends him to bed and orders the wife to the drug store to be trusted for a porous plaster and a bottle of nerve tonic.

Now let me ask, what is this piece of human machinery worth and how should it be treated in the scheme of cost-finding? Also let me ask you, who are just starting in the printing business with a vigorous body and mind and a shop well equipped to meet the demands of your customers, what price do you put upon that store-house of mental and physical energy, which you are ready to apply to your business and upon which you depend for your success? Before answering, remember that fifteen, twenty or twenty-five years of the hard work which you will encounter, will, in all probability, mark the limit of your useful career, and when you have attained the end of your days of activity, "What about the junk?"

If some one came and offered to take your proposition and your possibilities off your hands and engage your services for the rest of your natural life, tell me, what would you consider a fair offer? If some one promised to pay you, dollar for dollar, for all your type and machinery and agreed to house, clothe and feed yourself and family in fairly respectable fashion, and on top of that offered you ten thousand dollars in cash if you would give all your mental and physical vigor to the business for the entire time of your activity, would you accept it? Supposing the offer was fifteen thousand dollars? Supposing it was twenty thousand? Supposing it was twenty-five thousand dollars?

If you were possessed of the usual ambition of a young man who starts out upon a business career you would hesitate before accepting even a much larger sum, and besides deeming the price inadequate you would consider it little short of slavery to give your magnificent body and mind for such a compensation. This simply demonstrates that your personal self is an asset which should be figured on a certain fair basis, so that when age and infirmities compel you to retire from active life, there should be an adequate answer in dollars and cents to the question, "What about the junk?" If you were entirely incapacitated in a railroad accident, sustaining the loss of one or more limbs, twenty-five thousand dollars would not be too large a recompense — would it — for such an incapacity? Suppose we take that sum as the reasonable net value of your human machinery, after it has been given that ordinary care which must be given to all machinery, mechanical or human, to keep it in working order. That sum agreed on, for the purpose of illustration, how much would you charge against a job of printing to offset the wear and tear which will ultimately reduce the machine of all your machines to uselessness and relegate it to the scrap heap?

Look up the life insurance mortality tables and figure out the so-called expectancy of your life. Deduct the years which will be given to acquire experience in your business and the last years of the "lean and slippered pantaloon," and determine about how many years of active life you can expect. After having arrived at such an understanding with yourself, would it be unreasonable, would it be unfair, to add a certain percentage to your volume of business to provide a bank account which shall represent the money-equivalent of the physical and mental energy you gave your customers during your active life? The art preservative should preserve something for the one that practices the art. There is no reason, when you retire from your business, why you and your family should not be in position to enjoy some of those good things of life which a man and his family are entitled to after having expended the strength of a lifetime in the marts of trade. You should be in position not only to educate your family and to provide yourself against the dangers of the rainy day, but also be able to spend a month or two at Palm Beach during the coldest part of the winter if the rheumatism and the bronchial ailment you contracted in your business should demand it. Therefore, in determining what the goods you manufacture cost you, and what they should be sold for, you should have before your eyes, written in brass and tacked to the top of your desk, so you cannot escape seeing it, this question, "What about the junk?"

* * *

Teaching Industrial Writing at the Kansas Agricultural College

From Harlan David Smith, Assistant in Industrial Journalism, Kansas Agricultural College, Manhattan

WHEN HENRY JACKSON WATERS, president of the Kansas Agricultural College, founded a school of industrial journalism in 1910, it was because he saw the need of an improvement in the literature of the farm and the shop. It was not the intention of this school — a new venture in journalism — to make editors; rather to teach young men and young women in the professional and technical courses of study how to write interestingly of their work. That is the purpose of the school still, although a four-year course in industrial journalism was added in 1911 when it became evident that a journalism for the industries was an attractive field for many students in the agricultural college.

But starting a school to teach a new kind of journalism carried with it the greater task of finding a man who knew this kind of writing and could teach it. Where was there a head for such a school? Where was a man deeply interested in agriculture and the industries who could write about them entertainingly — so people would read what he wrote? Where was a man who had proved that a success could be made of this sort of writing; that there was a demand for popular stories of the farm and the shop? Where find a man who could originate a successful method of teaching industrial writing? It became evident to President Waters, shortly, that the head of this new school would be a pioneer.

Charles Dillon, of the Kansas City Star, was selected, finally, because he had made a success of industrial writing. For eleven years he had written on farm, garden, and industrial subjects for that paper. His stories of farm life, popularly written, had been published in the leading magazines of the country. He was a seasoned newspaper man of twenty-two years experience who knew how stories must be written to get readers. He never had taught journalism, to be sure. Never even had been called "professor." But he had ideas about writing on industrial topics, and he was selling those ideas on the magazine market. So to the Kansas Agricultural College came Charles Dillon as "professor of industrial journalism."

The school of journalism in this college is founded along lines wholly different from those of any other in the country. It is not in any way in competition with the department of journalism in the University of Kansas. In the university the idea is to make reporters. In the school of industrial journalism the object, primarily, is to teach students to write stories of their work in a readable style; to pick out the feature of a story and put it at the top where it will get the reader's attention.

"Stories of the farm can be written just as interestingly as news stories," says Mr. Dillon — he uses his title of professor only on state occasions. "Put the feature of the story in the first paragraph just the same as a big paper would in playing up a catastrophe or a national event," he tells the young writers. "And write in plain English with small words.

"The agricultural and industrial journals afford a field for the young men and young women studying in our department," said Mr. Dillon. "Every paper of this kind, of consequence, is seeking competent writers. I visited thirty-five or forty of the leading farm journals recently and in every office heard the same story. The editors were eager for men, trained agriculturally or in certain industries, who can write. The big trade papers need this kind of men. Both kinds of publications want men who know as much as possibly could be taught them in a four-year course. They must know how to set down in clear, concise English what they know, with the technical or the scientific left out or carefuly explained.

Charles Dillon
State Agricultural College, Manhattan, Kansas

"I know this demand exists because I have letters asking for exactly the kind of men we are training. Editors want men who can tell about corn or wheat or animal husbandry or dairying in a way that will attract readers. It isn't the amount that you write that counts on a paper; it's what you write and how many readers you get."

Not only do the sons and daughters of Kansas farmers acquire ease of expression while disseminating authentic information of much value to the people of the state, but they also have proved a mighty machine of publicity for the state and the college. For everyone who prints a newspaper or a magazine nowadays is eager to use interesting material about farm life. And these junior and senior students in industrial journalism know how to write these stories so editors will read. A clipping bureau maintained by the department shows that approximately 600 columns of matter, the most of which is written by students, is published every month from material sent out from this school. In addition to publishing a weekly paper, The Kansas Industrialist, exclusive stories are sent out to the daily and weekly papers of the state and to some fifty farm papers all over the United States. The department also prepares an illustrated agricultural page every three weeks. This page, known as the Kansas Farm Page, goes to hundreds of weeklies in Kansas.

Robert Wilson Neal, professor of English and journalism in the Massachusetts Agricultural College, has this to say of Kansas' new school of writing:

"Why should the Kansas Agricultural College be a household word throughout Kansas and outside of Kansas? The answer is because of Charles Dillon and The Kansas Industrialist. Mr. Dillon is professor of the theory and practice of industrial journalism in the agricultural college at Manhattan. His paper, The Kansas Industrialist (not the Manhattan Industrialist: Dillon roars like a lion with the dyspepsia whenever he finds it quoted so) is the weekly organ of the college through which he spreads news of the work being done by the college and exemplifies his conception of industrial journalism.

"The Industrialist is unique among papers. Not a trade paper; not a farm paper; not a country life periodical, nor a student publication, nor yet merely a newspaper, although, in part, all of these. It stands alone. In Dillon's hands The Industrialist may be called an extraordinary sort of newspaper. Its news is not "the news of the world," nor yet "local news" in the sense that these terms commonly bear. It is industrial news, partly of the world, but largely of the state and the locality — news about agriculture, domestic science, mechanics, industrial science, rural and industrial home life and affairs. News of such sort abounds especially at the Manhattan college.

"If a professor of domestic science finds that a co-operative laundry, which will lighten labor and cheapen washing, can be equipped for $129, Dillon and his Industrialist pounce on the fact like a hawk on a field mouse. If President Waters announces an especially good and cheap way of home curing meats, The Industrialist makes a two-column story of it. Gates, gas engines, music, menus, hay-rakes, hockey, games, fashions, fence posts — they are all one to Dillon so long as they spring from or affect the industrial existence of his state.

"And it all proves the livest kind of news. You will have to look close to find anything dead in The Industrialist. Things that are, by nature, dead or dying (such as scientific and experiment station bulletins when written in obscure and technical language) the young news men of The Industrialist are taught to resurrect, revivify, and send anew into the world — to be hailed with welcome. The Industrialist is made by industrious people for industrious people who lead the industrial life, and from editorial leaders to news story and squib, it both interprets and inspires this life.

"Containing what it does written up in the way in which this is written, The Industrialist is inevitably quoted widely, consequently the Kansas Agricultural College and Dillon constantly become better known. A paper so made could not fail to become known, or to make the institution that produced it better known.

"For the first great illustration of what may be done through such journalism we are indebted to Mr. Dillon's experiment. Others preceded him and preceded him successfully. But Mr. Dillon's step carries him beyond the line of the conventional, as the conventional had been, and brought him where he appeared suddenly as an originator.

"Even if in later development in the hands of others, there comes a toning down and modifying of his methods, he will nevertheless stand as one of the creative pioneers — the man who showed once and for all by actual accomplishment that the principles of journalism can be applied in building up a distinct type of journalism devoted especially to the interests of the great industrial classes as these interests spring from the daily affairs of the industrial existence; and that there is a place for journalism so directed."

Mr. Dillon's special articles and stories have been printed, in the last few years, in The Saturday Evening Post, The Country Gentleman, Harper's Weekly, Collier's Weekly, The American Magazine, The Technical World, The Delineator, The World's Work, The Outlook and many other leading publications. Doubtless his writing had attracted the attention of many editors, for when the National Press Association was looking for a man to succeed Dean Walter Williams, of Missouri, as president of the journalism section of the association, Mr. Dillon was elected unanimously. He is to preside over the sessions of that section, next June, when the editors meet in Colorado Springs in their national convention. The program as he has outlined it, tentatively, shows the practicable and practical ideas he wishes to carry out. What, I asked him, a few days ago, can you find to talk about that will interest editors from all over this big country?

"Well, for one thing," Mr. Dillon replied, "in trying to meet the desires of President Moffett of Indiana we shall have to talk about things that will touch every paper. These editors will not stay to hear theories unless those theories come mighty close to the practicable line. Therefore, I propose that we have at least one good address on 'Newspapers and the Courts.' Editors certainly should be interested in that. I shall try to have one broad-minded lawyer on the program to handle a section of this subject.

"We are all eager to improve the English of newspapers because it is the English of the people and it must be kept up to the highest standard. We shall have some one discuss ways to bring this about.

"We need to impress upon students in the colleges the importance of accuracy. Mistakes, trivial or serious, form the basis of the chief reproach that lies against our profession. I shall ask, also, that the editors give attention to the country weeklies and dailies. The country press is by far the most important influence in the Nation today. It is closer to its constituencies. It needs improving and the part that needs improving the most is seldom represented in the annual conventions, state or national. We must reach that part through clean-cut, brief, useful publicity.

"President Moffett wishes two sessions given to our part in the newspaper business. We cannot afford to neglect the big opportunities his interest gives us."

The Uplift of the Printer-Publisher

By Frank E. Noyes, of Eagle Printing Co., Marinette, Wis.

WHEN in Egypt, the Children of Israel had a hard time of it, trying to make bricks without straw. Your humble servant is having an equally hard time trying to work out an intelligent symposium from the statistics that have been furnished him. When I agreed to prepare this paper, I did it under protest and because the officers seemed to have no one else who was available; and it was agreed that the secretary should collect statistical information from the country printer-publishers of the state which could be compiled and used in illustration of what I had to say. Blanks were sent to be filled out and returned; but from the large number solicited only four blanks were returned. On none of these were all the questions completely and fully answered. Some of the answers were clearly so erroneous as not to be relied upon. For instance, on one blank the average amount of advertising published each week was given and the rate per inch, which showed that something over $6,000 was earned during the year by advertising. Adding to this the amount received from job work and subscriptions, made a yearly business of over $9,600. After answering the questions on the blank the total cash receipts of the business for the year were given as less than $5,000, or over a thousand dollars less than the advertising alone as figured from the answers. It is plain to be seen that from such statistics no intelligent summary can be made.

The country printer-publishers are asleep and indifferent to their own welfare. There can be no general uplift until they arouse themselves, take an interest in what they are doing and earnestly endeavor to learn and to better their conditions. Contrast these publishers with the members of the Inland Daily Press Association. At the last meeting of that association I promised to prepare a paper along a certain line, if the secretary would collect statistics from the members. From the 90 members circularized 52 returned answers; and nearly every answer was full and complete.

What is the matter with the country publisher today? He knows absolutely nothing about what it costs him to do business and generally does not seem to care. He frequently sells his job work and his advertising space for less than it costs him to produce it. He does this because he does not know any better. Before he can be uplifted he must have a stronger desire to learn better and to know what his newspaper costs him; and he must sell his advertising at a price that will yield him a reasonable profit. Arthur Brisbane says the country publisher will not come into his own until he makes a profit of five dollars for every subscription to his paper. God hasten the day when this millenium shall arrive.

The head of the department of journalism of the University of Kansas recently sent out 600 inquiry blanks to the printer-publishers of his state in an effort to obtain a knowledge of conditions existing and the reasons for them. He knew from statistics that the printing industry was the sixth in volume in that state and wanted to know why there was so little profit in it. He received 213 replies. He thinks the two-thirds who did not answer were stumped on the question of what their profits were for 1912. More than half who answered him said they had taken out of their business from $8 to $12 per week for their " salaries " and had made no profit. A few made $15 per week, part of the time. I quote:

" The average number of hours put in each week for this stupendous wage was seventy-one. That's ten hours a day including Sunday. Some editors admitted surprise when in checking up their working hours they found it averaging fourteen and fifteen hours a day, seven days in a week. glanced at the profits of one man who was working ninety-six hours a week. He had taken out less than $50 a month, he said. That was at the rate of 12 cents an hour. The 12 cents an hour man had a wife who ' set up a galley a day ' and who ' helped collect the bills.' Nothing was allowed for her work."

Is there any industry today so low down in the scale financially or economically? Doubtless some of these poorly-paid editors were writing editorials about the sweat-shop condition in the larger cities, perhaps not realizing that their own condition was as bad, or worse, but that no one was solicitous for them because they were free moral agents, in business for themselves, and voluntarily existing under conditions which in other industries they would condemn in scathing terms.

As Professor Thorpe says, " Either somebody is getting something for nothing, or there is a woeful waste somewhere." The obvious thing to do is to stop the waste or stop the fellow who is carrying off our property. The professor says this can be done, as it has been done in many cases, by separating the newspaper and job departments and putting in an intelligent cost system.

How many Wisconsin printer-publishers are in the same condition as their Kansas brethren?

What does it cost on the average to produce an inch of advertising? What does it cost to put the advertising into type, read proof, make up forms and get it on the press? These things can be ascertained but they cannot be until an intelligent cost system is installed and carefully followed.

To arrive at an intelligent answer to these questions you must know your hour cost: not what you pay for labor, but what that labor costs you after you have added to it such items as rent, heat, light, power, insurance, taxes, interest on investment, repairs, depreciation, advertising, postage, rollers, benzine, twine and the many other small items that are so frequently overlooked. Then you must eliminate the idle or wasted time and the time spent in distribution, and get the cost of the productive hour. And, above all, do not forget the salary of the proprietor or manager. It is a legitimate charge against the business and should be the first item to be taken care of on the pay-roll, instead of the last.

Every publisher can earn good wages in some line of human industry. He is worth just as much to his own business and should be paid just as well.

But the cost of the inch? What is it? How cheaply can it be produced? It is a custom in many newspaper offices to charge 5 cents extra per running inch for composition where advertising is to be put into type. This is better than nothing, but it is not enough. The composition costs more than that.

Mr. J. C. Morrison of Morris, Minn., tells in the September Inland Printer how he installed a cost system and found from records in his office what the advertising inch cost him. He found that the cost of setting advertising type was 6 cents per running inch. This was on the basis of 90 cents per chargeable hour in his office. In my office the chargeable hour cost is considerably above this, but the inch cost does not materially differ. My records show that the easiest advertising ever handled by us cost for composition on a month's record a little less than 4 cents per inch. This is exceptionally low. Records kept of the largest account we carry for months of March and December last showed a composition cost of 6.2 cents for the latter month and 6.43 cents for the former month. To this should be added at least one cent for proof and make-up, bringing the cost to press about 7½ cents per running inch. Can any of you country publishers who sell your space for 6 and 8 cents per inch, tell where your profit comes from?

The advertising in a newspaper ought to pay at least all the cost of producing it, leaving the subscription receipts as net profit. On this basis Mr. Morrison found the 17,836 inches he published in one year cost him 19 cents per inch; or, subtracting the receipts for legals and locals, 13 cents per inch.

One of the four blanks returned to me is filled out by a man publishing a country newspaper with about 1,000 circulation. He gives his pay-roll, cost for ready-prints, overhead expenses, states the amount of advertising and job work done, and allows himself a salary of $20 per week. Charging his newspaper with its ratio of the whole business cost on the basis of the total business done, assuming the newspaper plant to represent an investment of $2,500, and charging against the paper a depreciation of 10 per cent and interest on the investment at 6 per cent, I have figured that his advertising cost him to produce 20.6 cents per inch. He says he sold it at from 8 to 10 cents. If we credit the newspaper cost with half the subscription receipts, the advertising inch cost would still be 14 cents. If we credit the newspaper cost with all the subscription receipts we still have an advertising inch cost of nearly 8 cents, or about the rate at which he sold it. What he drew out besides his salary was from his depreciation and the interest on his investment. He is worth $20 per week in other work, could have drawn his interest, if the investment had been in a mortgage, and no depreciation would have resulted. This man is called one of the prosperous of the smaller country publishers. Yet he made practically nothing except his salary, and that salary a very meager one. He paid his foreman $13.50 a week and himself only $20. The proprietor's salary should never be less than twice that of the foreman, and the business should be made to pay it. On this basis he should have drawn over $350 per year more, which would have made the cost of his advertising inch still higher.

Mr. E. K. Whiting, in an article published recently in several trade papers, says his hour cost for composition is 83 cents per hour, and that from actual records of time spent in setting advertising it cost him 8⅓ cents per inch. Here is evidently a lack of efficiency. With an hour cost a fourth greater, my composition cost is a fourth less. The cost can be reduced by having plenty of material to work with — a plethora of leads, slugs, rule, quads and spaces, and large fonts of type — so there is no waiting by the workman; and having the materials so arranged as to require as little traveling as possible. The cost of good help is nearly double what it was fifteen or twenty years ago, and every waste minute means a loss to the employer. It is cheaper to pay for working material than for lost time.

In these days of increased living costs the country publisher should stop and think what he can do to overcome them. Are you getting more for your advertising, subscriptions and job work than the prices of fifteen or twenty years ago? And if not, why not? If not, is it not because you do not know what it costs you to do business? Most of the printer-publishers today are selling their advertising, their papers and their job work for less than cost and wearing out their plants and themselves alike to no purpose. One who has saved a competence for his old age is the exception and not the rule.

Is there a remedy for this condition? There is. It is found in the one word, "Organization." All the successful businesses of the country today are organized. They meet frequently, discuss methods of improvement and co-operate for mutual benefit. The country printer-publisher stands almost alone. He seldom meets his fellow publisher, and has no way of finding out the methods of improving his business and bettering his condition. There are over 500 weekly newspapers in Wisconsin, but the active membership of the Wisconsin Press Association embraces scarcely one-fifth of these and hardly one-third of the active membership attend the annual meetings of the association. Is it any wonder that the country publisher "goes it alone" and is a back number from a business standpoint? Many an able man in newspaper work has so hedged himself about with his own environment as to become narrow in a business sense. If the country printer-publishers of the state could be gotten together in a strong organization, they would become the most powerful influence in the state for their own uplift and that of the state at large; but each one pulling alone, and perhaps in a different way, can accomplish little or nothing. One of the best organized states in the Union is South Dakota, and because of this the laws of that state are more favorable to newspapers than those of any other state. Organization means strength of purpose: it means co-operation; it means power, influence, accomplishment. It means an uplifting all along the line. It means the printer-publisher's social and financial salvation.

The first effective organization among printers was that of the larger plants in the East and is known as the United Typothetae of America. The members learned from each other and many of them started cost systems. This organization was followed by Ben Franklin clubs in various parts of the country, and the leading spirits in both got together at Chicago in October, 1909, in the first International Cost Congress. A committee was appointed which formulated rules for cost accounting and supplemented these by blanks suitable for keeping cost records. The system was endorsed at a second cost congress in St. Louis in 1910, at Denver in 1911, and again at Chicago in 1912. The leading printers in all the cities belong to one or the other of these organizations, and the most prosperous are the ones who have longest been members and who have faithfully followed cost accounting. Organization, cost accounting and prosperity go together.

What the larger printers have done the samller printer-publishers can do. They can make themselves prosperous by knowing more about their business, learning what it costs them to produce newspapers, advertising and job printing, and selling their product at a price sufficient to yield a good profit; for it is a foregone conclusion that no man who really knows what his product costs is going to sell it at or below cost. The trouble now is, he does not know. With organization will come knowledge, with knowledge, confidence, and with confidence, profit.

Every printer-publisher in the state should belong to the Ben Franklin Club. He cannot afford to stay out. The small investment in dues and attendance upon meetings will pay him many times over and prove the most profitable investment he ever made. With membership will come knowledge of costs and of plant efficiency, increased profits and competence. The officers and members will always be glad to render their assistance.

How many printer-publishers who think they are making a little money know which end of the business makes the money or whether the newspaper or the job end produces the greater profit? I used to think that the newspaper was the long end of my business. Its gross business is more than that of the job department. It has a good circulation, runs a fair amount of advertising and has a prosperous appearance. After keeping careful records for a year under the cost system, I discovered that the newspaper was making no money and that the comfortable profits of the business all came from the job department. How many printer-publishers are losing money through their newspapers? And how many are making enough through their newspapers to make up for the losses in their job department? How many are barely ekeing out an existence, working for less than journeymen's wages and losing money in both departments? An accurate cost system will tell you all about these things. With knowledge will come inquiry; with inquiry will come further knowledge; and with a knowledge of causes will come an intelligent application of remedies. A cost system will tell you not only the cost of the different parts of the manufacture of your newspaper, but it will tell you also the cost of every job you turn out; whether that job is profitable and how much you make or lose on each transaction; and with such knowledge the losses will all be eliminated and everything produced will yield a profit. Your charges will be just and uniform and you will be able to demonstrate to anyone that you are right and entitled to the fair profit you charge. So join the Franklin Club, put in a cost system and be one of the self-respecting and well-to-do members of your profession and of your community.

* * *

The Story of the Little Pink Tooth

By Ed. E. Sheasgreen, Before the Chicago Ben Franklin Luncheon, March 6, 1913

The little incident which I am about to relate is not a funny or a humorous one, but carries with it a story of the dark, a lost article, light and good common sense organization work.

While staying at Norwood, Ohio, where I was for some time installing Cost Systems, it happened one evening, just before the street lamps were lighted that I was walking toward my stopping place. As I got near the corner, I saw a child bending over near the edge of the walk and frantically digging and throwing the sod in every direction. She was screaming and crying at the top of her voice, "I have lost my little pink tooth, I have lost my little pink tooth, Oh Mamma! Oh Mamma!"

I saw running toward her another little girl, and with her a woman who proved to be the mother of the troubled child.

"Mamma, Mamma, I can't find my little pink tooth," continued to wail the little girl.

"Well, dearie, just a moment, just a moment, let us light a light," I heard the mother say, as I got nearer to them. She struck a match and lighted a candle. In the presence of the flickering candle light the frantic efforts of the child ceased.

Calmly and with method, the mother and the two children had begun a systematic search by the time I had reached their side. Of a sudden the great electric light on the corner flared out. It's brightness revealed over on the walk, some eight or ten feet from where the little girl had been digging, the little "pink tooth," so called by the child, a contrivance the dentist had used in treating the child's teeth and which in her play had loosened and slipped from its place.

Now how does this story apply to the printer's condition? to the poor business man's condition?

The great majority of these business men are like the little girl who lost her "little pink tooth"— digging, cutting, slashing, and as much in the dark as was the little child who so frantically sought the lost article.

Because these and other business men are in the dark and blindly digging and floundering on all sides, they and their businesses are soon driven into the deepest ruts, in time, to be buried in the grave of failure, where they will be forever and entirely forgotten of men.

Now, when light is offered these men, light in the shape of knowledge of costs which may be said to come first of a thought, or as a word spoken — as lighted matches and candles offered by a friend or foe — these men often would blow the light out.

But there are those who did accept and now, as cost reports, facts and figures — those great electric flashes of knowledge — come to their rescue, and they would carry this new light to other men, many there are who still doubt and even fight to stay in the dark. But some day the full sun of cost knowledge will burst over all such foolish men and they will see their own true selves.

But how strange that the majority of men do prefer to work in the dark while imagining that they are actually in the light. They are not as wise as the child who lost her "little pink tooth"— for when the match was lighted she stopped crying, ceased her frantic efforts, and when the candle was lighted began to work carefully, intelligently, with her Mother, the bearer of the light.

There is nothing so terrifying as to find one's self suddenly in trouble in the dark — nothing so reassuring as to meet a friend in whom one has confidence and who can furnish light and assistance.

Now when the candle was lighted the Mother and the two little girls began a systematic search. These three persons made up a working organization, and each of their individual selves were also working organizations, but before any kind of organization work could be accomplished, real effective work, there had to be light. If the little girl alone could have had the light, possibly she could have found the little lost tooth. But with a bigger and better working organization, and with more light, she did find that which she was seeking — for she had an organization capable of most effective work.

This little story of seeking by the aid of light some desired thing, connects us not only with every human machine, but, as well, with every kind of man made machine in every kind of industry. Each machine human or man made is an organization; that which is human being the counterpart of the Great Creator, that which is man made being brought into shape and action through the light that the brain of a genius flared out among men who said. "It can't be done."

It is light that has lead the printers of the country up to the present time where we find their two mighty organizations about to join forces and as one body take up the great cause of giving to the craft still more light, and to work in the cause of business education among printers as never before.

Yes, this little story of the lost "pink tooth" shows us, who are believers and workers in organization work, that we are on the right track, not only because we believe in organization, but because we know that our organization has light, works in the light, will ever work in the light — the light of knowledge of the cost of production, and to work to that end that the lost article. Legitimate Profits, may be found by those who use the light and who work diligently and efficiently to find them.

Sales Efficiency

By W. E. Hobill

I ONCE had the pleasure of hearing Mr. Preston, of the Sheldon School, lecture on salesmanship. During his talk he made use of a small diagram representing two circles, one quite small and one large, the smaller being in the center of the large one. The smaller of these circles represent what you have to sell, the larger one the prospect's money in his pocket or bank. Now it is necessary for you to enlarge the smaller circle (your article for sale) until it is larger than the outer circle (his money). All sales must be made in the mind of your prospect before the contract is signed. Therefore, when you can impress his mind so that the desire to possess your article is greater than the value of his money involved the trade is made.

I don't know how many printers in this country have heard this explained. I have come to the conclusion, however, that some of them work the system backwards and instead of enlarging the smaller circle until it is outside the larger one, they begin by reducing the large circle until it comes inside the small one. This is the wrong system — make your circle (the price) the proper size and get it or don't trade.

Now the important thing is how to enlarge the smaller circle; and in this connection I am going to read you the statements of ten or twelve of the best salesmen of the McCaskey Register Company. This company employes several hundred salesmen scattered all over the country. The company asked thirty of their best salesmen "To what do you attribute your success in selling registers?" and the following are the replies. I want you to note the similarity of the reasons given:

By J. W. Thompson: "I have been asked to tell how I led the sales force for two years, and I will begin by saying that the reason I have made a success is, I have been honest with my customers, and they believe what I tell them.

"In the second place, I believe the McCaskey register is the best accounting system in the world.

"In the third place, I know the proposition thoroughly and when I go into a man's store I find out something about his business before I talk register to him. After I learn his weak parts and the points which appeal to him most, I talk along that line.

"If I find I am making him sore by talking register to him, I leave the register subject, and talk something else. After a while he will ask me about the register, and then I go back at him again.

"If I were going to tell you in a few words how to sell goods on the road, I would tell you to always be a man. Look neat and clean, do not drink whiskey and blow a whiskey breath in a man's face, and try to judge a man's disposition when you shake hands with him.

"It is better not to sell a merchant at all than to sell him too small a register."

By G. A. Bockrath: "You ask me to write you how I secured the business. This, you probably realize, is a hard question to answer, as there are so many things that enter into it and there really is no fixed rule to follow. What business I did get I got by steady work and keeping after my prospects. A good many sales were made after several visits and the use of about as many selling arguments as I could think of."

By J. F. Cooley: "Whatever success I have achieved in selling McCaskey products was due, first, to the fact that I was thoroughly sold on the goods before attempting to sell them to others.

"Second, in demonstrating, I never misrepresent the article offered. That makes the salesman strong with the merchant, therefore, a satisfied merchant becomes a McCaskey booster."

By M. W. Alvis: "How did I attain fourth position in the McCaskey ranks? It is told in few words, and I think the first essential is my sincere belief in the system and the company making it.

"I never deceive a customer nor make false promises, and whether I sell him or not, I endeavor to win his confidence and make him my friend.

"I put the best that is in me into my work and am fortunate in realizing that there is much for me to learn. Hence, when not working I study the system and its literature, together with some helpful magazines. I send in daily reports on every merchant, asking the company's assistance, as well as using some of my own advertising schemes."

By J. R. Adams: "The writer stands seventh in the first ten for 1912. You want to know how I succeeded in getting into the first ten three different years. There are various causes.

"No. 1. Reasons of pressure. I have a wife and three children to care for. The children are all in high school. Also, I have to feed two mortgages.

"No. 2. Negative reasons. I carefully avoid hindrances to success, such as tobacco, beer, whiskey, overeating, undersleeping, lack of exercise, gambling, and vitality-wasting excesses of every sort.

"No. 3. Positive reasons. I am ambitious to succeed. I study the proposition and its application to various lines of business day and night. I test all new demonstrations and sales-talk thoroughly, and accept or reject according to results. But the main secret of whatever success I have attained is plain, vulgar work. The genius of salesmanship is not inspiration, but perspiration; first mental, then physical."

By A. B. Fitts: "You ask my method of selling McCaskey registers and other products of the McCaskey Register Company. In my humble way I will say:

"First. Be strictly on to your proposition.

"Second. Always sell a register to a customer because he needs it and not because you can bulldoze him into buying it. A McCaskey register is good for the man who needs it and an elephant to its customer, salesman and company if he does not need it.

"Third. Learn all about sales pads. Study the competitors' pads and learn his prices. When you see a pad on the counter twenty feet from you, know who manufactured it and the probable cost for 500, 1,000 and upwards.

"Fourth. Commence hustling Monday morning and let Saturday night late drive you home.

"Fifth. Learn the name, face and condition of every merchant in your territory. Know him well, give him a hearty handshake when you meet him and say: 'How are you, Mr. Jones. I hope your business is good.' If he has a pretty store, ninety-nine times out of a hundred it pays to tell him so.

"Sixth. If possible know when every pad user will need pads again. Keep in touch with him. (I know every customer, with a few exceptions, in my territory, and usually can tell when he bought pads last, how many and the price he paid.)

"Seventh. To do this you must study well your propositions, your territory, your business men, your register, your demonstrations, and learn all you possibly can about sales pads — and then — work like a tiger.

By A. P. Warman: "This is my ninth year with the McCaskey Register Company, and one year I was at the top and am glad to say never was lower than twentieth man. I am still working in the territory I started in.

"The only way to sell McCaskey registers is first to know the proposition and not have any side lines. Do not try to call upon all customers at once; call upon a few and stick to them. If you have a prospect interested, you will never make him angry by calling again and again, but never call upon a man and get him interested and not go back and see him again for three or six months, as you will have to go over it all again.

"Always see that your register is giving entire satisfaction after it is in use; call upon your users often; they will help you sell another.

"Tell the truth. You do not have to lie to sell McCaskey's. Do not promise things you do not expect to live up to.

"Be frank, and if you do not think the McCaskey will do the prospect's work as he wants it, tell him so. Then show him how you can do it better in the McCaskey way.

"Do not sell a man because he is easy, and if you know he will not use it afterward; you had better not get his name on the dotted line.

"Too many salesmen say and do anything to get a name on the dotted line, and there is the beginning of their failure. Sell your man and leave it to him to say, 'I will take it.'

"Never ask a man to 'sign here' until you have sold him. I do not think I have ever asked a man to buy.

"Tell the truth and work.

"Never promise anything unless you can fulfill it.

"Use your users.

"If you do not sell your P. P. first time, call again.

"Be systematic yourself."

By B. F. Ginther: "There are just two words which explain how I made my last year's record — enthusiasm and work.

"Any salesman given as meritorious a proposition as the McCaskey system, who will make these two words the guiding star of his mental and physical compass, cannot fail to equal or exceed my record.

"To make a successful McCaskey salesman a man must first be solid on the system himself (that is the bed-rock of his enthusiasm); and then he must carry his message to the other fellow — the P. P. (and here enters the element of work), for this latter elusive personage is not going to hunt up the salesman and insist on being permitted to sign on the dotted line."

Now there is an element in salesmanship and business that is growing stronger day by day, making men more efficient and of greater value. We have passed through the spasms of system with its desks, desks and more desks, filing cases and cabinets. These are necessary up to a certain point, but when the system gets so complicated that it requires two hours and five or six people to get a few cuts it has lost its usefulness. I recently had occasion to get a few cuts for a rush job. The advertising manager pushed a button and his assistant came in, who turned the order over to his clerk, who called a boy; the boy took the order to a filing clerk in another part of the building, who looked up his card index and gave the cut number and case number to another boy, who proceeded to look up the cuts. They were charged up and passed along the line, and in just two hours I received the cuts — for the RUSH order!

We are now turning our attention to efficiency in everything, and I am afraid one end of it is being overworked. We are told by Harrington Emerson, the efficiency expert, that "Efficiency is the accomplishment of a much greater result by very much less effort." This teaching is undoubtedly true, but rather dangerous, as some of us might lose the hustle habit and expect to accomplish greater results with too little effort and find that some one else was on the job with less efficiency but more hustle and hard work.

Speaking of work — we are told by the long-haired philosopher of East Aurora we should love our work — but I am afraid that there are times in all our lives when we reach the point described by a southern general.

One day after a hard battle he was resting under a tree near the road, when one of his soldiers passed. The poor fellow had one arm in a sling, his clothing was torn, his shoes worn through, and he could scarcely get along. As he passed the general he was mumbling to himself, "I love my country. I'll go hungry and thirsty for my country, and I'll die for my country, but if this damned war is ever over I'll never love another country."

We are entering upon an age when character is becoming the dominating feature in salesmanship and business. In this connection I wish to call to your mind the testimony of J. P. Morgan before the Pujo committee of the congressional body investigating the so-called money trust, as reported in the McCaskey bulletin.

Character Value

By M. B. No one disputes the fact that J. P. Morgan is not as cannily shrewd as financiers are made. Nor will anyone assert that he is an easy mark, soft prey for gentlemen who do not find it difficult to loose a flow of smooth and oily language when they are bent on separating a man from his money.

We have always understood that a man had to pledge at least one lung, sometimes both, when he approached J. P. Morgan & Company, intent upon borrowing money. And now Morgan himself, upon oath, says he has often given a man a check for a million dollars, when that man, the borrower, had not a cent in the world and Morgan knew he had nothing.

This matter developed at a meeting of the Pujo committee, the congressional body investigating the so-called money trust.

Here is some of the testimony, the questions asked by the committee's attorney, Mr. Untermeyer, and answered by J. P. Morgan:

"I know lots of men,"said Morgan, "who can borrow any amount and whose credit is unquestioned."

"Is that not because it is believed they have the money behind them?"

"No, sir. It is because people believe in the man."

"Regardless of whether he has any financial backing at all?"

"It is, very often."

"And he might not be worth anything?"

"He might not have anything. I have known a man to come into my office and I have given him a check for a million dollars when I knew he had not a cent in the world."

"There are not many of them?"

"Yes, a good many."

"Commercial credits are based upon the possession of money or property?"

"Money or property, or **character.**"

"Is not commercial credit based primarily upon money or property?"

"No, sir; the first thing is character."

"Before money or property?"

"Before money or anything else. Money cannot buy it."

"So that a man with character, without anything at all behind it, can get all the credit he wants, and a man with property cannot get it?"

"That is very often the case."

"But is that the rule of business?"

"That is the rule of business, sir."

"If he has government bonds, or railroad bonds, and goes in to get credit, he gets it, and on the security of these bonds, does he not?"

"Yes."

"He does not get it on his face or his character, does he?"..

"Yes, he gets it on his character."

"I see; then he might as well take the bonds home, might he not?"

"A man I do not trust could not get money from me on all the bonds in Christendom."

"That is the rule all over the world?"

"I think that is the fundamental basis of business!"

There we have it, the fundamental basis of business is trust, confidence, conviction that the man with whom we are doing business is on the square, reliable, who stays put, who cannot be cajoled, flattered, bluffed, nor forced into doing the forbidden thing.

Bankers will tell you, if you inquire, cautiously and guardedly, that they lend money to men of good character and limited means when others of abundant financial resources and doubtful character are refused credit.

Not all of us are borrowers. Few are ever in position to walk into a bank and call for a loan. But the principle involved, whether we want to borrow, buy or sell, is the same. The fundamental rule of business is confidence in the man with whom you do business.

You will note that the statement of these McCaskey salesmen scattered all over the country is the same as given by Mr. Morgan. You must be honest, truthful, and "on the square." You must know your business and be able to create confidence in yourself and the house you represent. Your house in turn must deliver the goods as sold or represented and on time in order to bring about continued success. It is impossible to find new customers all the time.

One of the great difficulties I find with salesmen is to over-sell a customer, promising anything under the sun to get the order. This is a great mistake and does an injury not only to the house but the salesman as well.

Some salesmen talk too much, promise too much — let the other fellow do part of the talking — you may learn something to your advantage.

The tendency to open one's mouth too often is best illustrated by the story of a suicide whose body was brought to the morgue. The papers were busy publishing the story, trying to locate some one who could identify the body. On the second day after the body was found a limousine stopped in front of the morgue and a handsomely gowned lady came in. She took one look at the corpse, and commenced to cry and sob about her poor husband. On leaving she ordered the undertaker to prepare the body for burial and she would drop in next day and see how he looked. The undertaker, seeing a fat fee in sight, selected an expensive outfit and had everything arranged. As the lady entered the room the following day she noticed the lower jaw had dropped down, showing a row of gold teeth. "That is not my husband," she exclaimed; "he never had gold teeth." "But, madam, he may have had them crowned recently," put in the undertaker, as he followed her to the door. "Oh, no, he didn't, that isn't my husband." And out she went. The undertaker, thoroughly disgusted, walked back to where the body lay, and giving it a jab under the jaw, exclaimed, "There, damn you, if you had kept your mouth closed you would have had a decent funeral."

A Few Don'ts

Don't talk too much.

Don't call a prospect by his first name the second time you meet him.

Don't make a promise you know it is impossible to keep.

Don't take an order at some other printer's price. Make your own price.

Don't substitute. Give a customer what he pays for.

Don't waste your time trying to take a big job (running regular) away from some one. Remember if your competitor loses out he must go out in the market and get something to take its place, and that only makes competition greater. If his customer is satisfied, let it alone, unless asked to bid, and I am not sure but it is good policy to keep the other fellow's presses tied up even then.

Don't try to sell everybody — get a few good customers, look after them and they will look after you. You learn their ways, know what they want and can grasp their ideas much quicker, thereby giving better service and saving them time — which is money — often a great deal more than they could make by shopping around.

Don't overcharge because you think you have an "easy mark." The man you thought "an easy mark" was probably trying to establish connections where "honesty" is the policy. He will find you out. You may lose a good customer.

Don't undercharge, or you may lose your business. If you put in over-time to accomodate a customer, charge over-time for it. My experience has been that good business men do not expect you to work for cost or less.

Don't put in a cost system and forget to use it, as it is not automatic, and if not kept going — is idiotic.

Gentlemen, I thank you.

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ELECTROTYPERS' DAY AT THE PRINTING EXPOSITION

The Employing Electrotypers' and Stereotypers' Association of New York

New York, Feb. 19, 1913.

The National Printer-Journalist,
Chicago, Ill.

Gentlemen: It affords me much pleasure to advise you that arrangements have been made with the management of the National Printing Trades Exposition to be held in New York City, April 19 to 26, whereby Wednesday, April 23, has been reserved and will be known as "Electrotypers' Day." The Employing Electrotypers' and Stereotypers' Association of New York, wish to extend an invitation to employing electrotypers of other cities, to visit this exposition, attend the afternoon meeting which will be devoted to matters pertaining to the good and welfare of the trade and at which several well known speakers will be heard, and after this meeting, become their guests at a banquet to be served in the building which incidentally will commemorate our twenty-seventh annual meeting.

Fraternally yours,
The Employing Electrotypers' and Stereotypers' Association of N. Y.
ALFRED J. LAVIGNE,
President.

Composition Room Efficiency

Address by Charles W. Kellogg, Efficiency Engineer of the American Type Founders Company, at the Second Annual Convention and Cost Congress of the Wisconsin State Franklin Club, Held in Milwaukee, March 7 and 8, 1913

AT a recent banquet of printers a good story was told relating in particular to efficiency in the business office. It appears that a certain printer had become very much interested in the question of efficiency. The results obtained from its teachings in the manufacturing departments of his business were so satisfactory he decided to apply the principles of efficiency to the business office. He knew how much time was being wasted by his clerical force, and how much ink could be saved by not dotting the i's or crossing the t's, and he discharged his bookkeeper because, as he said, he took twelve motions too many in hugging the typewriter.

I have given but very little study to the problem of efficient business office management, so I shall leave that question for you to discuss and confine myself to the subject assigned me — that of "Efficiency in the Composing Room."

The efficiency movement is not a new one. Instead its principles and teachings have been applied to practically every line of business for many years. It would be difficult to find a large manufacturing plant that does not support a cost system and an efficiency department. Either of these departments are necessary for success — and one is not complete without the other.

Because of the large and varied assortment of work that passes through the average printing office, I know of no industry that should have the principles of costs and efficiency applied to it more than that of printing. The printer is awake to this fact and as a result scientific efficiency, as applied to the composing room, is now holding his attention along with that of cost-finding. These are the two departments of the business that have been neglected in the past, and, as a matter of fact, they are the ones that should have received the earliest attention.

Efficiency is the watchword of the day, and wherever you see a gathering of printers this is a topic freely discussed. Its teachings are being applied to every department of the business — the administrative office, the composing room, the electrotype foundry, the press room and the bindery.

Efficient management, and efficient machinery and equipment must go hand in hand with the knowledge of costs in order to make success complete in the operation of a printing plant. This fact becomes more and more apparent each day as the printer digs down deeper into the cost question, and it has not taken him long to discover just where the leaks are.

The composing room has long been termed the "sink hole" of the printing office, and the burden of the expense of running a plant has unjustly been heaped upon its shoulders. No one can give a valid reason why this should have been done.

The adoption of a standard uniform cost-finding system by the printers of the United States has shown that this is entirely wrong, and that the composing room is the most important department — the producing end of the business — the department that feeds all other departments.

It is the department that carries the long end of the pay-roll — and it is the department that has been the most neglected and abused of all. In other words, the composing room has always been made the "goat" for the entire business.

Even now, in some of the large shops, where machine composition is playing an important part in the composing room, and where the cost system has been in operation for some little time, the distribution of charges is not being correctly made. As a result some sections of the composing room are still being compelled to carry an unjust burden, and as a still further result, some of the profits which the printer thinks he is making on a certain class of work, are, in reality, only profits on paper.

However, it takes time to perfect any kind of a system, and all will be righted in due time. It will be corrected by the faithful following out of the principles of the Standard Uniform Cost Finding System — the system which is proving a life-saver for the printer.

Every producing printer in this room today is interested in bettering his own financial condition, and I am going to ask you to spend a few moments of your time and go with me into your own composing room.

Look at the condition of the cases, the old style type stands; the relative position of the lead and slug racks and rule cases to that of the workmen; the long distances traveled by the compositors, the make-up men and other employees to and from the foreman's desk; the manner of handling the matter after it has been composed and awaiting final disposition; consider the relative position of the proof readers to the compositors, the proof presses and the foreman's desk, and then again, the location of all the different departments to the business office.

Consider all these features carefully and you will readily understand why your composing room is being operated at such a high cost.

Do you not think that with a little study you could rearrange the room and cut down to a minimum the thousand and one useless steps taken by your employees?

You certainly know that every needless step taken by a workman is costing you money and helps to decrease the efficiency and increase the producing cost in your plant.

Less than three weeks ago I was called to one of the large Ohio cities to lay out a printing plant. In studying the conditions that existed in the plant I found, among other things, that the maximum distance traveled by some of the compositors to and from the foreman's desk was 180 feet. The average distance traveled by the compositors between the cases and the lead and slug and rule racks was at least 35 feet.

A rearrangement of the plant on a scientific efficiency basis, cut down the maximum distance traveled by the compositors to and from the foreman's desk to 24 feet, and the distance was only a few steps for a majority of the men working on the floor.

By the installation of new and modern furniture all the working material necessary for each man was brought close to hand. I have only referred to one or two of the many items that went to make up the too high cost of production in this particular plant, which has been operating under these same conditions for many years.

It cost less than $2,500 for the installation of new furniture in this office, and with it they will be able to reduce their cost of production to the minimum. This firm now realizes the fact that during the term of their existence they have wasted thousands and thousands of dollars because the impression that a composing room could not be operated at a profit had become fixed in their minds.

This is only one of the dozens of plants — both large and small — that I have rearranged during the past few months, and in nearly every instance conditions were found to exist similar to those of the office in the Ohio city. They are the conditions which really exist in most of the composing rooms.

It is not my purpose to take up your time in explaining conditions as I have found them throughout the country. We all know they are bad — the Standard Uniform Cost System has proven this to us beyond a reasonable doubt.

What we are most interested in now is a remedy for the evil we all know to exist.

When you go back to your offices today, tomorrow or the next day, give this matter of efficiency in the composing room careful consideration. Study over the conditions that really exist in your own composing room.

Perhaps, gentlemen, when you do this you will find your compositors using type cases full of type as working banks. You have a cabinet or stand with a pair of cases on top. These cases will hold 50 pounds of type. Fifty pounds of eight point cost you $25.60, and a pair of cases cost you $1.44 — $27.04 in all. On a double cabinet or stand that is $54.08, and very often one compositor occupies a double cabinet. That is a very expensive working bank. The compositor covers the type cases with his galleys, materials, copy, and other cases he uses from time to time. He sets very little out of the cases he is covering.

When another compositor wants those cases there is much disturbance and loss of time, and sometimes ill-feeling and cross words, especially when two or three pairs are piled one on top of others. The boxes in these top cases get littered up and dirty. This is all wrong. There should be no type cases permanently in front of a job compositor.

I always advise keeping the cases in the racks or cabinets, or stands, and providing the cabinets or stands with working tops or banks, plain wood or steel, which cost less than the type cases, are better to work on, easy to keep clean and tidy, and enable the owner to keep his type clean and easy of approach by all his compositors.

If your stands or cabinets are made so that economic working tops cannot be added to them, it will pay you to discard them, because they are undermining your natural profits. They are inefficient.

One or two of the large supply houses now maintain a corps of efficiency engineers for the benefit of their customers. Whenever possible I would suggest that you arrange for one of these engineers to assist you in the rearrangement of your plant. The advantage in this is the fact that he is continually making a study of composing room problems; he goes into the plant as a disinterested person; makes a careful study of the conditions under which each of the men are working; hears the complaints of all the employees, and studies the peculiar conditions, size and possibilities of growth of the plant.

After this he lays out the plant as it should be, in order to obtain the utmost efficiency from the work of every employee.

A good efficiency engineer will make suggestions as to what furniture should be bought, and designs such special furniture as may be required, using, of course, as much, or parts of such of your present tequipment as may be practical.

The work of the efficiency engineer is not to see how large a bill of goods he can get the customer to buy, but instead, he directs his energies along the line of assisting you to so arrange your plant as to enable you to obtain from it the utmost efficiency — and this, of course, makes it possible for you to lower your cost of production. The idea is to have everything so arranged that from the time the copy emerges into the composing room until the forms are sent to the presses, the work moves in an undisturbed channel — without confusion — and with no back-ups or cross currents.

You will be surprised at the results and the small cost of buying the necessary equipment — and making the changes.

It is not absolutely necessary to have an efficiency expert do this work for you. It is advisable, but possibly it would not always be convenient. You can, if you care to, do it yourself, or it may be you have a bright young man in your office to whom you could delegate the work. Make him your enfficeicy man, and let him extend the line of operation to every department of the business.

There is no secret as to how the work is accomplished, and if you will observe the following suggestions there will be but little chance of failure.

First make a survey of the room, measuring the floor space, locating the windows, doors, posts, heaters, stairways, elevators, and other obstructions, and drawing a floor plan to one-quarter-inch-to-the-foot scale, on paper ruled to one-quarter inch squares, which you can easily buy at one of your local stores. When this is completed, measure the floor space required for each piece of furniture, machine, etc. Take a piece of cardboard and cut out the several items exactly to scale — one-quarter inch to the foot, and arrange them on the floor plan as drawn.

After you have everything arranged as you think it should be, then study the result. Consider carefully what each man has to do, and where he has to go to obtain his working material. Study his relative position to the foreman's desk, the proof press, the galley slides, etc. You may find that you will have to change your plans somewhat in order to bring all these different items closer together. Every item of furniture, every machine, and every employee should be carefully considered.

It will then be a good plan to call in the salesman from the supply house from whom you are buying and have him go over all the details carefully with you. Between you, you will probably plan out certain pieces of furniture which can be substituted for some you are now using in order to make the plant more efficient and save the employees a lot of unnecessary and useless steps. After all the nacessary changes have been made you can then draw in carefully on the floor plan the several items as arranged.

I would strongly advise you not to adopt plans for your office which have been used by another house. Because of the peculiarities of your production, or of the construction of your building, your plant presents a problem widely different from that of any other printing plant. It is therefore impossible to lay down a set of rules for every one's guidance.

A short time ago a book of layouts was published for general distribution, but it would be unlikely that any of them would be adapted to your plant. It would be far better to spend a little money if necessary in having your plant arranged in a systematic manner, by one who will make himself familiar with every requirement of your business, and give you the benfit of his observation and experience in methods which reduce costs of production.

The work along efficiency lines should not stop with the composing room. Its principles should be extended to the stock room, the press room and the bindery. Every printing office should be provided with a good stock room where the several grades of paper can be arranged on shelves or platforms, and kept free from the dirt and dust that naturally accumulates where machinery is used to any considerable extent.

I visited a press room the other day where a vast amount of high grade catalogue work is printed. Tons of paper were piled upon the floor about the press room, and down under the ink fountains of the presses were dozens of cans of ink — some of it expensive colored inks — and but very few of the cans were covered. The loss on blank paper and ink in this office each year must be something enormous.

Still another item to receive careful consideration is the material for the workmen. It is a fact that in many instances I find the offices over-equipped. In a medium-sized office the other day I found it would require nearly six hundred cases to care for the type. A further investigation showed at least one-third of this type was rarely if ever used, and it was taking up valuable space — space that was costing the owner a rental of 40 cents a square foot. This was another case of extreme inefficiency.

It is far better to have a few well selected series of type, and have enough of each so that the time lost by the compositor in pulling letters to complete a job will be reduced to the minimum.

What I have had to say regarding efficiency in the composing room is applicable to the small office as well as to the large, and the same methods can be employed in reducing the cost of production in one as well as the other.

No office, however small, should be without the cost system. You are attending this convention to learn more about this system and you are sure to take home with you a vast amount of information which if applied to your own business, in one way or the other, is certain to result in your financial gain.

A large number of country publishers operate in connection with their newspaper a commercial printing plant, and it is a sad fact, that many of them find it necessary to use a certain amount of the profits derived from the latter in making both ends meet on the newspaper.

In this connection I wish every one of you who operate combination plants would read the article by J. C. Morrison, publisher of the Tribune, at Morris, Minn., and entitled "The Cost of the Solid Inch."

It was reproddced in full in the January issue of the American bulletin, and a copy can be had for the asking, by addressing any one of the branches of the American Type Founders Company.

Mr. Morrison was greatly benefited by installing a cost system, and in his article he shows what the country newspaper publisher may be losing, and how he may transforms his losses into profits.

Thus far I have dealt mainly with the working conditions of the composing room, but before closing I wish to refer briefly to the problem of efficient management of composing rooms. This has many angles, many of which are quite new.

Show me, for instance, an office which really knows the cost per thousand ems of composition by hand, by linotype, and by monotype. It is as necessary to know the cost per thousand ems as it is to know the hour cost.

The hour cost of composition is simply one of the factors for ascertaining the cost per thousand ems. Most of your work is done for a pre-arranged price based upon your estimate. The estimate for composition is usually based upon the number of ems; and the hour cost of composition divided by the average number of ems produced in an hour gives you the only safe basis for estimating the cost of composition.

There are many plants using two or three methods of composition and a few, if any, which are in a position to know the cost of each.

For instance, nearly all the plants using cost systems fail to charge the machine plant investment account with the imposing surfaces, galley cabinets, galleys, leads, slugs, chases, quoins, storage cabinets, letterboards, etc., which are used in taking care of the product of the machines on its way to the press and after it leaves the press. These are very generally loaded on hand composition.

Few plants debit a portion of the foreman's salary, or the wages of the errand boys, break-up men, or distributors and make-up men to machine composition, and yet the pay of all these is a part of the cost of machine composition.

Machine Composition Is Always Incomplete Composition. It always requires hard work to complete it. You cannot know the real cost of machine composition per thousand unless you charge in all this hand work.

If you are figuring on the cost of machine composition on the basis of merely delivering it on the galleys ready to make up, and throwing the cost of preparing machine composition into the hand composition classification, you are fooling yourself, by charging too little per thousand ems for machine composition and too much per thousand for hand composition.

A part of composing room efficiency that receives too little attention its preparation of forms for the electrotyper and press room. I know a concern in the East that spent 170 hours on a 300-page book in the electrotyping department correcting bad monotype composition after the plates had been made and while the book was on the press. This is extreme inefficiency, which could have been avoided by better preparation of the forms.

Printers are demanding better plates, while furnishing the electrotypers very inferior forms, and there is a general demand all over the country today by the electrotypers for higher prices to cover the inordinate amount of finishing required to make bad composition into good plates.

Forms well set and properly justified, with cuts accurate in height constitute an item of composing room efficiency which reduces cost and increases production in the press room.

The printers are entitled to more accurate work from the electrotypers and engravers than they generally get, especially in furnishing mounted work of equal type-height all over and accurately squared on all sides, but the printer on the other hand cannot expect good work from the electrotypers if they send them inferior machine composition, cheap in the setting maybe, but discounting that cheapness at every step from the galley until it is ready on the press.

A "saving" is not really a saving if it dissipates itself by increasing the cost of all subsequent operations to complete the product.

Better start on a good and sound foundation, rather than be fooled by cheapness at the outset, which increases the expense of all work built upon the "cheap" start.

REVIEW OF JOB PRINTING

Address All Communications to E. S. HANSON, 440 S. Dearborn Street, Chicago.

THE printer who has brains to put at the disposal of his customers will find that his gray matter will bring him good returns in dollars and cents. Let us draw a lesson from the department store. It is well recognized in the larger cities where these stores form an important factor in retail merchandising, that if one knows exactly what he wants, he can go to a department store, tell a poorly paid sales person the article desired, and get it, with usually a considerable saving on the price. On the other hand, if the shopper is not exactly sure of what he wants, and is anxious to have some competent suggestions from an honest and intelligent salesman before buying, he stays away from the department store and goes to a place which makes more of an attempt at specialization, willing to pay a higher price for the article because of the expert assistance in selection afforded him.

It is much the same with printing — except that printing doesn't come ready prepared, done up in bottles or cartons ready to be handed out across the counter, so that the cases in which brains can be dispensed with are comparatively rare. Of course, there are buyers of printing who think they know exactly what they want and will go to the shop with a completely prepared dummy; but even with these people a suggestion here and there will often be appreciated and will make for the betterment of the job. The large majority of people, however, are willing to "leave it to the printer," especially if he shows himself to be willing and competent to assume the responsibility; and they are, if they are the right kind of people, willing to pay for the "know how" as well as for the work.

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I am delighted with the sixty-four-page catalogue for Garford motor trucks which was designed, engraved and printed by the Robert L. Stillson Company, New York. The motor truck idea is emphasized in a dignified, intelligent, pleasing manner on every page — which is perhaps one of the best ways of reaching the height of efficiency in catalogue design. Three typical type pages are shown, though the larger part of the book is taken up with full-page illustrations of motor trucks in actual service. Heavy plate paper is used, and the plain black and white is relieved by a greater or less amount of buff tint on every page. The heavy cover of dark green stock is embossed in black and gold.

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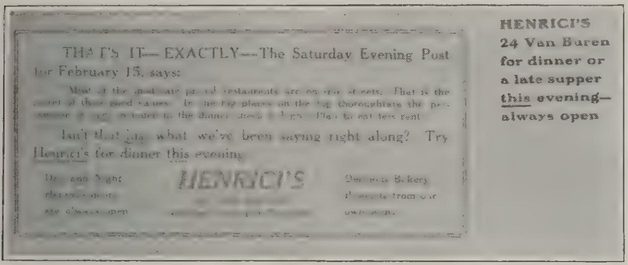
I return herewith sincere thanks for No. 44 of a limited edition of a delightful little book published by Taylor, Nash & Taylor of San Francisco. It is an excerpt from Dickens's Christmas Tales entitled "What Christmas Is as We Grow Older," and really ought to have been put into general sale for the holiday trade. I refuse to let it go out of my possession long enough to have any part of it photographed, so a description will have to suffice. It is 4½ by 6 inches in size and comprises twenty-four pages all told; the stock is Shogun deckle-edge hand-made paper, uncut at the top; the binding is thin boards with white vellum back and olive green paper sides and end sheets. The printing is in 12-point Caslon, with an initial in orange, and appropriate drawings on the title and sub-title pages. The edition was limited to 450 copies.

* * *

How can you accommodate the ordinary type of blotting paper to the class of printing which can be done only on a smooth and dense surface? One Chicago printer has solved this question very satisfactorily by printing on a scrap of enamel stock and tipping it onto the blotter at one end. This provides for the man who prefers a smooth surface to rub his fingers over when he uses a blotter, while the one who prefers to use both sides can tear off the enamel paper. In this latter case the advertising value is perpetuated by a few lines of sales talk printed on the end of the blotter itself.



THAT'S IT—EXACTLY—The Saturday Evening Post for February 15, says:

Isn't that just what we've been saying right along? Try Henrici's for dinner this evening.

HENRICI'S

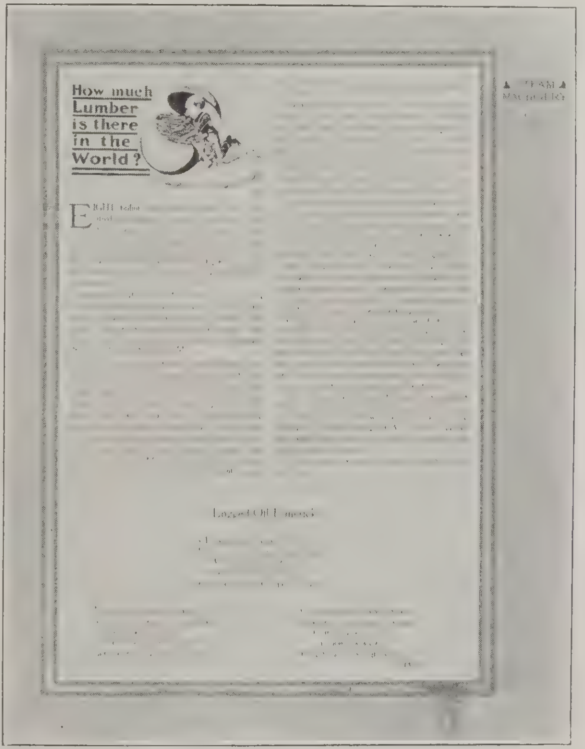
HENRICI'S
24 Van Buren
for dinner or
a late supper
this evening—
always open

* * *

From D. P. Munn of the Sterling Daily Standard, Sterling, Ill., comes a very creditable and highly interesting booklet, printed by that office for the Business Men's Association of Sterling, and intended to boost that little city. While the statement forms no part of this typographic criticism, I want to say right here that I spent a day in Sterling a year or so ago and can attest to the general attractiveness of the town and the advantages as set forth in the little publication at hand. It is a most creditable piece of work, especially for a shop which is not handling this class of printing as an everyday matter. There is, to be sure, something of a lack of uniformity in the size and style of the illustrations used, making the pages of varying sizes; but doubtless many of these were stock cuts from various sources and not made especially for this job. The run-arounds in connection with the vignetted cuts have not been made as well as they might. Too much space has been given the cuts in many cases, and a rectangular run-around is used in some instances where it should be fitted more closely to the general contour of the illustration. This takes more time, to be sure, but is one of the things which makes for the best class of printing. If the printer did not care to go to this trouble, or the price would not justify it, then the cuts should have been reversed, with the square edge to the matter and the vignette to the margin. It is to be regretted that the type for the side heads did not hold out, so that the change to another face on the last two pages would not have been necessary. The advertising is, in the main, well taken care of, and the press work carefully done.

* * *

The man who edits a house organ has some advantage over the rest of us. While the "sure enough" editor has to limit himself by the varying and in many cases none too generous income of a publication, the house organ man isn't expected to show a profit and is limited only by the appropriation at his disposal, which is in most cases amply abundant, judging from the class of work they get out. Especially must this be the case with a publication called Steam Machinery which is now on my desk. It emanates from Duluth, Minn., and the promoters are the Clyde Iron Works of that city. The cover has an illustration in a richness of color backed by a broad expanse of blue which reminds one of Maxfield Parrish. The inside pages have the margins filled in with a tint plate, over which two heavy rules in a slightly darker shade are printed around the type matter, making three printings in all. And this in addition to the expense of hand-set body matter and a lavish use of illustrations. The work is certainly a great credit to the Pioneer Company of St. Paul, who are the printers.



How much Lumber is there in the World?

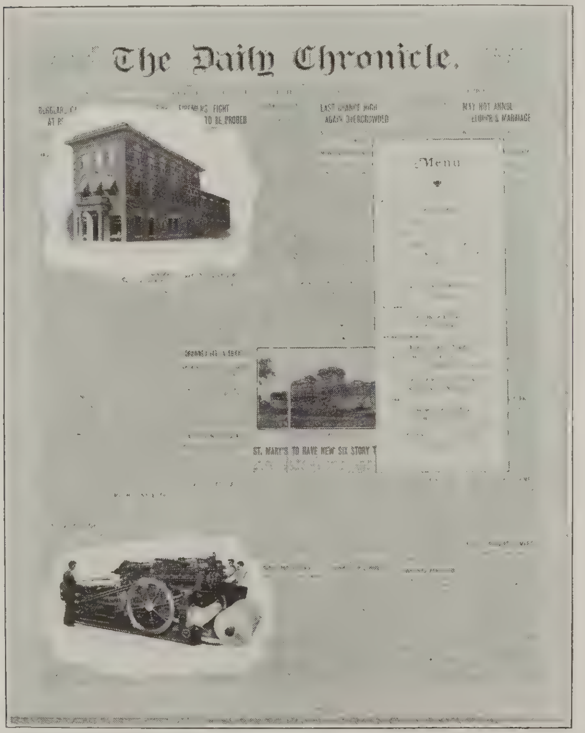
Speaking about richness of color reminds me of a little card which came in from Charles Eneu Johnson & Son, the Philadelphia ink makers, and I herewith hunt it out from my collection of samples. It represents an attractive young lady in a dress of dark green, over which is a purple street wrap. She is stepping out of a background of golden bronze brown, through curtains of green in two very constrasty shades. It shows at a glance the striking effects which can be produced with these inks.

* * *

The Walden Typesetting Company of Chicago believes in advertising its own wares. An occasional little circular tells of the new faces which have been added to the linotype and monotype equipment.

* * *

The Chronicle Publishing Company, Orange, N. J., recently added a large amount of floor space to its plant, and the growth was signalized by using the new room for the first time as a banquet hall, a dinner being tendered to the mayors, aldermen and clerks of the four Orange municipalities, of which The Daily Chronicle is the official organ. A souvenir of the affair is before me, and it assuredly is deserving of much praise. Inside a rough gray Brittany cover is a halftone print reduced from the front page of the Chronicle. Cut-outs in the sheet show the Chronicle building, the printing press, and the menu of the banquet. It's a clever print-shop idea; and, incidentally, that menu makes me so hungry that I shall have to hurry through and get home to dinner.

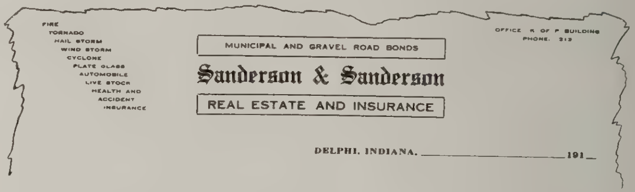


The Daily Chronicle.

Menu

ST. MARY'S TO HAVE NEW SIX STORY

I would suggest to F. E. Heiland, Delphi, Ind., that some of his customers are using a very low grade of stock, and that he might well spend a little effort with them now and then to show them the advantages of the better grades. While a good pressman can, of course, get passable results on a cheap paper, there is so much more satisfaction all around if a quality of paper is used to harmonize with the work in hand. Very many times the printer is blamed for poor work when in reality the fault lies entirely with the customer himself, who has tried to save a dollar or two on his job at the expense of the quality. I am afraid the printer in some cases too readily falls in with this idea of economy. He thinks that the money spent for paper does not benefit him, anyway, and that if a saving is effected on that item there will be all the more money to spend for printing. But this is a false view to take of the matter. The printer should insist, so far as he dares, on his work having the proper setting, or being worked out in the proper medium.



FIRE
TORNADO
HAIL STORM
WIND STORM
CYCLONE
PLATE GLASS
AUTOMOBILE
LIVE STOCK
HEALTH AND
ACCIDENT
INSURANCE

MUNICIPAL AND GRAVEL ROAD BONDS

Sanderson & Sanderson

REAL ESTATE AND INSURANCE

OFFICE K OF P BUILDING
PHONE. 313

DELPHI, INDIANA. ________________ 191_

But this little digression is entirely aside, for I do not know that any of it applies to Mr. Heiland at all. The letter head for Dr. Banes is very well done, although the letters D. D. S. should not be quite so widely spaced. The head for the Yeoman Telephone Company seems to have been set for a note head and then switched to a letter size without alteration. This is sometimes done in a hurry, but the makeshift is always a lamentably transparent one. Where it is known beforehand that the two sizes are to be printed, the form should be set letter width first and then drawn in for the smaller sheet. The Sanderson & Sanderson head is a very creditable piece of composition, as is also the banquet menu. On the latter the impression is rather heavy, however.

* * *

The card of W. R. Webb of The Independent, Santa Barbara, Cal., makes a strong appeal to me as being almost without fault. With its clouded stock, its two colors well balanced, and its panels blind stamped, it is enough to give one an introduction to the user of good printing anywhere. The other specimens are not so strong, however. The heart-shaped dance program is well conceived, but the inside pages have been spoiled by heavy and careless presswork. The same is also true of the statement. The letter head for the Chamber of

Commerce is quite good, barring a few inaccuracies in the joining of rule. I feel sure, however, there must be some better work where this came from, and I am anxious to see it.

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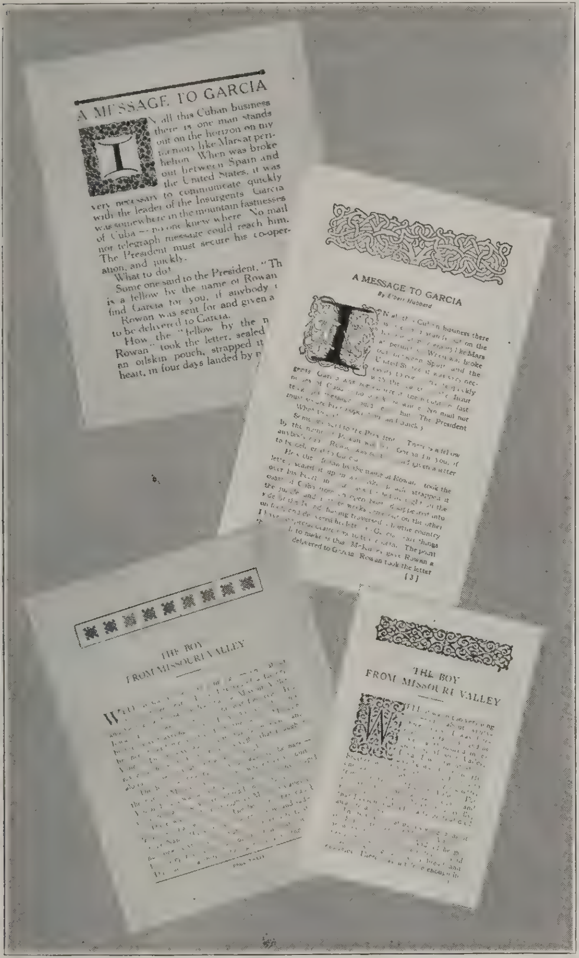
I am glad to be able to show a few "first pages" done by Axel Edw. Sahlin at the Roycroft Shop, East Aurora, N. Y. They have the true Roycroft spirit — the close attention to detail in the working out of an ideal — and may well serve as examples to other typographers.



A MESSAGE TO GARCIA

A MESSAGE TO GARCIA

THE BOY FROM MISSOURI VALLEY

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I am indebted to the Keystone Type Foundry for a little vestpocket book of "Useful Information for Printers." It is filled full of valuable pointers for the craft, and compiled in such style as to make it usable and readily accessible.

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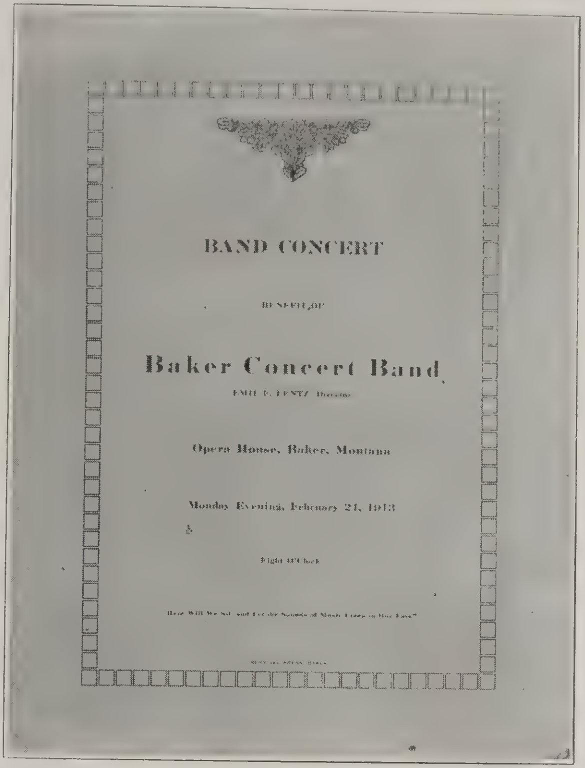
F. C. Bunn, foreman of The Baker Sentinel, Baker, Montana, sends a band concert program for criticism. It is composed of eight pages, cover and insert, and is devoted largely to advertising, which is set for the most part with very good taste. Baker is a small town, and considering the fact that the program was a rush job, and that the facilities of the office made it necessary to print one page at a time, I consider it a very satisfactory piece of work indeed. The cover, which is on a light brown bond stock, is here shown.



BAND CONCERT

BENEFIT OF

Baker Concert Band

Opera House, Baker, Montana

Monday Evening, February 24, 1913

Eight O'Clock

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OUR SISTERS OF THE DOMINION OF CANADA TO MEET AT EDMONTON, JUNE 15

Compliments of August Wolf, 707 Tegler building, Edmonton, Alta.

Official announcement is made by Miss Marjory MacMurchy of Toronto, that the Canadian Women's Press Club, of which she is president, will have its triennial convention at Edmonton, Alta., the middle of June. The delegates, including women authors and newspaper writers from various parts of the Dominion, will be entertained by the Women's Press Club, the newspapers and the Ad Club of Edmonton. Mayor William Short will present the freedom of the city to the visitors.

Miss Anne Merrill, society editor of the Journal and secretary of the Edmonton Women's Press Club, which is headed by Mrs. Emily F. Murphy, (Janey Canuck), author of "The Open Trail" and several books descriptive of the North country, has received a letter from Miss MacMurchy saying that the delegates from eastern and central Canada will travel to Edmonton by way of Calgary in a special train over the Canadian Pacific railway. The tour will be under the personal direction of George H. Ham of Montreal, representative of the railroad, and honorary president of the Canadian Women's Press Club, the only man belonging to the last named organization.

The entertainment features in Edmonton include a series of receptions, banquets and theater parties, also side trips through the Yellowhead Pass in the Canadian Rockies and Athabasca, north of Edmonton.

"We'll give the girls the best time they ever had in their lives," Mrs. Murphy said, "and I know they will enjoy every minute of their stay in Edmonton and central Alberta."

Notes From the Headquarters of the Ben Franklin Club of America

The office of the secretary of the Ben Franklin Club of America was very active during the month of February with business pertaining to the amalgamation vote, taking care of the many requests for sample blanks and sending out blanks in large quantities for beginning installation of the Ben Franklin Cost Methods in many plants, giving information regarding the installation and use of the same in small plants, besides taking care of a vast amount of regular routine work.

Among other things that are of interest which came to his desk is the report of the organizing of three Ben Franklin Clubs. One at Elkader, Iowa, organized February 24, with Mr. H. L. Griffith of Elkader as president and Mr. C. Reinecke as vice-president and secretary-treasurer; the second at Gary, Indiana, with Mr. E. Wulfing as president and Mr. Charles Butler as secretary-treasurer, and the third, The Ben Franklin Association of Bell County, Texas, organized, February 24, at Temple, Texas, with Mr. R. O. Gresham, president, Temple, Texas, W. T. Carter, V. P. Killeen, Texas, and A. L. Liles, secretary-treasurer, Temple, Texas.

Secretary Sheasgreen requests that the secretary of every Ben Franklin Club communicate with the secretaries of the new organizations and extend greetings to the brethren in these different localities.

On March 6, Mr. Sheasgreen told the Chicago Ben Franklin Club "The Story of a Little Pink Tooth" a true story about which he wove organization and cost work. This little story appears elsewhere in this issue.

With President Hartman and other Chicago printers he attended the Milwaukee convention held the 7th and 8th of March, and has accepted an invitation to speak before the Omaha Cost Congress to be held April 7 and 8. His topic at the Omaha convention will be "Ben Franklin vs Gun Powder or Organization and Cost."

At a meeting at Temple, Texas, held on February 24, the Ben Franklin Association of Bell County, Texas, was organized. The leading spirit in getting the printers of Bell County together was Mr. G. Hunton who spared no effort to make the gathering a success. Election of officers resulted as follows:

R. O. Gresham of Temple, Texas, President.
W. T. Carter of Killeen, Texas, Vice President.
A. L. Liles of Temple, Texas, Secretary-treasurer.

Various committees were appointed and another meeting arranged for to be held March 10, at which time a Constitution and By-Laws will be submitted.

It is expected that the Bell County, Texas, will boast of a 100 per cent organization by the time the March 10 meeting has closed.

At the last regular meeting of the Chattanooga Ben Franklin Club, Mr. N. D. George Morgan of the Morgan Printing Co., Chattanooga, was elected president of the Ben Franklin Club of that city.

The printers of that southern city, according to Mr. Morgan's letter are like a big family of brothers, for he says: "I have had the pleasure of attending many of the Cost Congresses and it is indeed a pleasure to me to see how rapidly we are getting together, especially when you think of the past years when printers were so antagonistic towards each other. We have a real live organization in Chattanooga the members of which seem more like a big family of brothers than competitors."

Really brethren this is what the true Ben Franklin spirit will do when put to the test.

Secretary Sheasgreen received a letter from Mr. R. A. Austen-Leigh of London which brings the news that the printers of England recently held their first Cost Congress in London with over 1200 printers attending. This is certainly going some and if the brethren on this side of the water do not look out the printers from across the big pond will be drawing larger crowds in attendance to their Cost Conventions than we will at ours.

Mr. H. F. Bundy, for some time in the Typothetae and Board of Trade work and recently of the Denver Printers' Exchange has accepted the position as secretary of the Ben Franklin Club of Memphis, Tenn. It goes without saying that Mr. Bundy has the best wishes of his friends, and members of the craft at large, for success in his new field. Communicate with him, brother secretaries, it will do both you and him good.

Mr. Dee Allen of the Wichita, Kans., Eagle is the new secretary of the Wichita Ben Franklin Club. Brethren get out your paper and ink, and pen him a few lines to cheer him on his way.

Secretary Sheasgreen has received advice from Mrs. Anna F. Harmon, secretary of the Secretaries' Association, that his application to that organization has been accepted. He invites the secretaries of the newly organized Ben Franklin Clubs and secretaries of all other printers' organizations who are not affiliated with the Secretaries' Association to communicate with Secretary Harmon. This good lady is striving very hard to build up the membership of her organization, so that plans may be perfected whereby organization work in general will be strengthened because of information and suggestions received that will make it possible for all secretaries to work along the same general lines.

From the way Mr. C. I. Kagey, secretary of the Printing Trades Credit Association, has been coming and going from his office at all times of the day, it certainly shows, that the printers of Chicago at least, appreciate the efforts which this very important organization and its faithful secretary are putting forth in the interest of the printing fraternity.

Since Secretary Sheasgreen of the Ben Franklin Club of America and Secretary Brines of the Ben Franklin Club of Chicago have taken hold of their new work, the whole office arrangement of furniture, filing device, etc., has been changed. This change has been favorably commented on by all members who have called and it is no uncommon sight to now find one or more printers in and about headquarters at any time of the day, conferring about local and general matters, committee arrangements and appointments with customers, arbitration matters and even convening with customers to confer over some disputed account or job on which prices are to be given.

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TWO GOVERNORS TO TEACH NEWSPAPER MAKERS

James M. Cox, Governor of Ohio, and Elliott W. Major, Governor of Missouri, are on the program of Journalism Week at the University of Missouri, May 12-16. Governor Major will introduce to his Missouri audience Governor Cox, who has accepted an invitation to speak Thursday, May 15, upon "The Newspaper and the Public."

Governor Cox is the editor of two leading daily newspapers in Ohio, the Dayton News and the Springfield News. He has served two terms in congress and was formerly reporter and editorial writer on the Cincinnati Enquirer. He was elected governor of Ohio last November.

Day of the Home Weekly Is Here

Many of the thoughts and suggestions contained in the following article, appearing in Wheelock's Weekly of Fergus Falls, Minn., will prove interesting reading to all publishers of home papers.

Mr. H. M. Wheelock, the editor and publisher, is a wide-awake newspaper man, who publishes a live, successful newspaper. Possibly our interest is greater in his presentation of this subject from the fact that he commenced his newspaper work in the office of our paper in Red Wing, Minn., back in 1877.

He has been conducting his present paper for seventeen and a half years, but his experience covers more than three decades, though as we look backward, it does not seem that it can be so long a time. However, he has been continuously in the business and is entitled to write with authority.

In times past we have believed and taught that it was wiser for the local publisher to cultivate, thoroughly and persistently, the home field, than to bother about what is called "foreign advertising." Conditions, however, have changed, and it is certain that the home newspapers, through proper efforts, have been able to secure profitable returns from general or national advertising and to return full value.

It never pays to take any advertising of a doubtful character or that will lower the standard of the paper or lessen in any way its value to home advertisers. A great deal of what is known as foreign advertising used to be of a character that ought not to have been taken at any price. It was largely fraudulent and sometimes immoral.

It never pays a publisher to enter into partnership with frauds, whether at home or foreign, to deceive, mislead or defraud his home readers on whom he relies for support — this entirely aside from the questions involved, but there are now large and legitimate lines of general advertising. Many manufacturers and dealers can reach consumers more effectively through the home press than through any other means or medium. Manufacturers and wholesalers should be taught to co-operate with local merchants in home advertising campaigns.

Mr. Wheelock says:

Day of the Country Weekly

The day of the country weekly newspaper as an advertising medium is here. Those who fail to read the signs to show it, can't read signs or haven't tried. The country newspaper men will have themselves to blame if they do not plan to take full advantage of it.

The first general advertiser exploiting any article of universal use or necessity who has the confidence and boldness to get into the field ahead of the main pack will reap tremendous rewards. There will be ample profits for many, but the man of combined imagination and sagacity who can look into the future a few years and see what is coming will scoop the biggest persimmons.

All well and good, says doubting Thomas, but how do you prove it?

Fifty years ago the daily newspapers took most of the advertising appropriations of the big advertisers. The small fry ran what they could get of the leavings at absurdly low rates. The monthly magazines had a few advertising pages of "high class" goods — pianos, books, engravings, statuary, silverware and the like. Note what has come to pass since then. The magazine ads grew and grew, and local merchants gradually came to monopolize the space in the dailies. Both kinds increased tremendously, and still are increasing. The low priced monthlies arrived to cover the country, and the general advertisers filled their pages to double and treble their letter-press limit. The great weeklies of general circulation offered the next field, and the general advertisers took possession of it.

These three great avenues of publicity — dailies, monthlies and general weeklies — have reached their profitable limits. Their circulations and their advertising rates are alike gigantic. Each advertiser competes with hundreds of others, many in his own lines. The numberless pages of the daily newspapers are full of the announcements of the department stores; the monthlies publish hundreds of pages of ads; the great weeklies run ads on nearly every page. The point of saturation has arrived.

Let us consider concrete examples. The Saturday Evening Post, with two million circulation, charges from $4,000 to $5,000 a page. It prints so much advertising that not one reader in a score sees a quarter of its ads.

The American Magazine has enlarged its pages and runs ads alongside reading matter. McClure's has followed the plan of the weeklies, and "runs over" its stories to the advertising pages to entice readers into that jungle of high priced announcements. The returns to the space buyers "per thousand copies" or "per dollar" have begun to dwindle, that is why.

What next?

Obviously there is but one field of publicity not yet invaded, and that is the country weekly newspaper. It is almost virgin soil for the modern advertiser who buys big space. Its "foreign advertising" thus far has consisted mostly of small two, three and four-inch ads with plenty of "readers" usually demanded as a free gift; and patent medicine advertisers are the principal buyers.

The country weeklies, alone among the periodicals, still serve their small rural constituencies, and are still read as they were fifty years ago by the farmers of their own counties. Their pages have not increased and their general advertising has not swamped all their other features.

The purchasing capacity of their readers has enormously increased. The new parcel post has removed one of the chief difficulties in the way of serving these readers.

The next advance of the advertising brigade will be upon this vast unexplored domain of the country weekly, with its millions of potential customers, and its rates, higher than any of the others per thousand of circulation, but very small in the total required outlay, and — note well this pregnant fact — every unit of that circulation an interested reader of every page and almost every line of both its reading matter and its advertisements; nearly every one a potential buyer.

Does anybody ask a straw to show which way the wind is blowing?

The Curtis Publishing Company, which owns two periodicals of great circulation, the Ladies' Home Journal and the Saturday Evening Post, has recently bought one of the oldest, most respectable and most decrepit farm papers in the country, the Country Gentleman of Albany. Its new owners are proceeding to build it up much as they have built up the Saturday Evening Post, by printing in it the best agricultural reading matter that can be bought, and by lavish outlay to advertise it. They bought it to get their share of the ever widening circle of rural readers, and to fill it with advertising which will attract those readers. They are putting a new rival in the field of the country weekly.

They are advertising it in the country weeklies. Their half pages appear in hundreds of the best newspapers in this and other northern states. They wish to "get" the farmer, and in order to get him they are inserting their ads in the little country sheets which already have "got" him. Their knowledge of the field, their sagacity and their resources are very great. They know what they are doing. They could have filled the great monthly magazines and the widely circulated weeklies with their ads and thus "covered" the country, but instead are putting their thousands of dollars every week into hundreds of little papers, each with its thousand or two of subscribers. The Curtis people are among the first to see that the day of the country weekly is here.

The rural press has improved in all ways in the past half century. Its business end has been its weak point. Its rates have been 'most anything, and its lack of attention to its advertisers' interests and requirements has been grievous. It has been "soaked" by every fraud and fake that wished to get publicity for nothing. But the old order changeth, and these shortcomings are falling to the background. The average country weekly of today still makes a rate too low for profit, but it sticks to it. It does not print every ad that is sent to it from unknown concerns. It is more and more every day applying good business principles to its advertising department. It is, speaking in a large sense, fairly well prepared to take advantage of its "day," referred to above. The chief danger that faces it is that it will allow its advantages to be frittered away and stolen from it by "supplements" (always containing all the advertising they can get), by ready-prints, by various premium enterprises, each one grasping for the ear of its farmer readers, and each one making advertising rates which are much lower than it can accept in its own columns and live. If the country publisher has the sagacity to keep free from these shrewd schemers to get the ads that should go to him, he is morally certain to get a great increase in his receipts from foreign advertising in the near future.

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Investigating the Making of Newspapers

The New Curator of University of Missouri Takes His Oath of Office and Makes First Speech to Seniors in Journalism

Sam Sparrow of Kansas City made his first speech as curator of the University of Missouri at a dinner given by the senior class of the School of Journalism in Kansas City Saturday night. The students were in Kansas City to inspect the newspaper plants.

Late Saturday afternoon after Mr. Sparrow had received his invitation to the dinner, he noticed his commission from Governor Major lying on his desk. He thought it wise to read it and find out the requirements of a curator of the University of Missouri. He learned that before he could be a full-fledged member of the governing board he must take an oath. He hurriedly called a notary public, was sworn in, and a few hours later appeared at the dinner as the newest member of the board.

Mr. Sparrow told of the university at the time he was a student and described the burning of Academic Hall as well as many other incidents of his school life. He referred humorously to the unlimited amount of knowledge possessed by graduating classes and the way the learning diminishes after the diplomas have been given out. In his speech, also, he dwelt on the mission and status of the newspapers of the present time.

J. A. Kurtz, better known as "Daddy Kurtz," president of the Kansas City Alumni Association, encouraged professional students who, he said, might become discouraged when they begin to practice.

A talk was made by William Southern, Jr., of Independence, editor of the Jackson Examiner. Other guests at the dinner were George Logan, city editor of the Kansas City Star, and Richard Smith, city editor of the Post. At the close of the dinner, "Old Missouri" was sung.

The senior journalists and members of the faculty went to Kansas City Friday afternoon. They visited the plants of the Star, Post and Journal.

Those in the party were: Dean Walter Williams, Prof. Frank L. Martin, Prof. C. G. Ross, Prof. J. S. Akeney, Misses Amy Armstrong, Ellen Foley, Sara Lockwood, Clarissa Spencer, Marguerite McGowan, Hazel Thornburg, Malvina Lindsay and Myrtle McDougal; E. S. Basket, H. E. Birdsong, Maurice Hicklin, W. E. Hall, S. A. Howard, H. J. Lamade, R. S. Mann, J. G. May, H. J. MacKay, F. W. Rucker, Ralph Pruyn and G. W. Turner.

Students in Journalism at Kansas City

The senior class this year includes twenty-two. It is twice as large as the largest graduating class of any previous year. Nine states and one foreign country are represented: Missouri, Illinois, Oklahoma, Nebraska, Ohio, Pennsylvania, Tennessee, Montana, South Dakota and Canada.

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THE PHILADELPHIA CLUB OF PRINTING HOUSE CRAFTSMEN

Philadelphia, Pa., March 19, 1913.

The Philadelphia Club of Printing House Craftsmen held its regular monthly meeting and dinner on Thursday, March 13, at the Continental Hotel.

The club was addressed on the subject of "Photo-Engraving, Its Fundamental Principles and Their Relation to the Allied Arts," by Mr. Howard S. Levy, a member of the famous family of inventors of the half-tone screen, the etching machine, etc., a man who has traveled in all countries and understands the subject from a theoretical and practical standpoint. He brought out many points of practical interest to the printer — told how the different countries of Europe did photo-engraving, and the many peculiar processes and methods in use in these countries — in fact, he gave a short history of photo-engraving from the time of its inception, to the present day. The talk was illustrated by prints, plates, and screens.

There was an exceptionally large attendance, and among the visitors was our former president, Mr. John Kyle, now in Chicago. He certainly was given the glad hand and everyone appreciated his coming all the way from the wild and woolly West to look us over.

Several good talks were given by our members — all of which led to the solving of some difficult subjects which had occurred in the shop during the past month.

The entertainment committee supplied excellent talent, and everyone seemed to have spent a most enlightening and pleasant evening.

Very truly,
N. E. HOPKINS, Secretary.

The Convention and Cost Congress of the Wisconsin Franklin Club

ONE of the most notable cost congresses held during the past year was that of the Wisconsin Franklin Club, at Milwaukee on March 7 and 8. The forenoon of March 7 was occupied in registration of members, an able address of welcome by Hon. Mayor G. A. Bading and an able response by Mr. Alonzo Fowle. President W. M. Castle followed with the annual address, full of valuable suggestions, and the secretary and treasurer made their reports.

The afternoon was opened with an address by E. E. Sheasgreen, secretary of the Ben Franklin Club of America. He spoke of his pleasant relationship with the printers of Milwaukee and two or three other Wisconsin cities, through installation of cost systems in their offices. He related a humorous incident with regard to a negro in the south who thought to solve the problem of cost of his wife's funeral through eliminating protracted visits of her numerous relatives by securing a round trip for the corpse to the old home and return.

One of the important things to consider is the way of eliminating unnecessary costs. The rule should always be, in conducting offices, first to ascertain costs, and then efficiency will follow through a fair understanding of conditions.

He related experiences in installing cost systems and overcoming objections. Some men have found it much harder than others to adopt any proposed change of methods. His experiences had been similar in both small and large offices. He worked all day in Fargo with a proprietor of an office who had been drawing a very small salary, but after the cost system was once installed and in operation, he found that he could raise his salary to $40 a week and at the end of the year the business showed a profit of $640 more for the year than for the previous year.

He spoke of the fact of cost being as great or greater in some small offices than in larger offices on account of the non-use of machinery, and told how, when the one-man shop was locked up and the proprietor went out to solicit jobs, the machinery stood idle and the rent and other expenses continued.

Idle machinery adds to the cost, and where a whole plant is idle some of the time, it will be at once seen that the cost is greatly increased. In the larger offices, though expenses may be higher, machinery is kept in more constant operation.

He related how two men working in an office were accustomed to drop their work at times and indulge in sparring matches. After installing a cost system, they realized how much time had been wasted, and instantly reformed.

He paid a very high compliment to William J. Hartman, president of the Ben Franklin Club of America, and referred to the splendid results of his work and his discovery that necessary lost time must go into the cost of work and be equitably distributed among the different jobs done. In all cases where a cost system is conscientiously carried on, greater speed and greater production have resulted.

President Hartman delivered a very instructive address, covering different points with regard to the new movement. The subject of his address was "From Wheelbarrow to Automobile." When Gutenberg commenced work, he used the wheelbarrow, as did also Benjamin Franklin, in securing stock and delivering jobs. There are too many printers who are still living in the wheelbarrow age.

When Mr. Hartman first commenced business he said that he had a partner who went out and purchased a push cart for the delivery of work, and he found that the push cart degraded the standing of the office and added much to the cost every week, and it was soon accidentally lost and an expressman hired. Deliver your goods in the most up-to-date manner and make your customers pay the cost of delivery.

He gave an incident of a visit to a country newspaper office, and while in the office of the editor a merchant brought in an advertisement to be inserted at ten cents an inch. Mr. Hartman interfered and informed the merchant that he was now advertising manager and the merchant would have to pay twenty-five cents an inch or take the copy back.

He reminded the merchant, whom he had known from boyhood, that he had started in business with $500, and now, in no small degree through the work of the local editor, he knew that he had a capital of $500,000, and asked him if he thought it was fair, to the man who had helped to make him and still remained poor, with his old machinery in the place of the new that he had installed years ago, to demand service at a rate that only meant loss and impoverishment to his real benefactor and friend.

The merchant, after some argument, admitted the point, and said that he was willing to pay the twenty-five cent an inch rate, and offered to go around among the other merchants and make them come to the same figure. He told the editor that if the merchants would not pay a fair price, if he were running the paper, he would lambast them until they came to their senses.

The securing of proper prices is a matter of courage on the part of printer and publisher. There is honor in the calling, and you should maintain that honor. The printer and the printer-publisher should be able to live as well, dress as well and keep up appearances as well as any other business man in the community, and should be able to go to the bank at any time and secure whatever accommodations he might need.

Put in a cost system, know your costs and demand right prices, and be able to ride in an automobile instead of pushing a wheelbarrow.

If you want to bring up this organization to efficiency, you must support it.

Some say that they cannot afford this, but I say you cannot afford to get along without organization, and if you are really not able to give proper support, you are not worthy to be a printer. The cost is of insignificant amount to small printers — under two cents a day — and it must be a very poor man that cannot pay that much in order to advance his calling and secure proper standing in the community and proper rewards for his work.

The movement is now on for uniting the two national organizations into one great organization, believing that in this way the numerous subjects, both as to maintaining prices and securing proper legislation, can be more easily and more surely accomplished.

He spoke briefly of the new laws of compensation, and how, under the new laws, the old companies had advanced rates one thousand per cent. The fact is, as is shown by statistics in Germany, that loss is less in printing than that in any other calling. A company had been organized in Chicago on the mutual plan, that shows great saving. It was required of each member to put up one-half of the rate of the regular insurance, at the end of six months the cost of carrying the insurance is found and the insured is required to add the amount to his original deposit, so each puts up his share. The losses so far have been very meager.

He spoke of the matter of equipment, and said that many office or printer was persuaded that he needed a new press when in reality all he needed was efficiency.

Make it an object to your employes to hold their jobs. He said that he now had under consideration a plan for profit-sharing. Every printer who is competent to be a master should realize that he and his workmen should have pay for brains. He has a house organ which he called "Brain and Ink." Brains is the one great ingredient to mix with colors in painting. The ingredient is not less necessary in the print shop. Good machinery can be bought, but machinery does not furnish brains.

He spoke of some of the earlier printers who had a price list of $7 for printing cards and added fifty cents for color. They charged for printing by the token, making the price per 1,000 as high as from four to five dollars.

The secretary of a western state asked him as to prices for state printing, and he gave figures of seventy cents per 1,000 ems for composition and $5 for first run of sixteen pages, 28x42, and $2.50 for each additional thousand. There is no reason for doing work for less than it is worth.

Printers do not get more than cost of composition on much public work.

He referred briefly to the two mutual fire insurance companies, one in Chicago and one in Philadelphia, stating the saving that had been shown to be possible. He advocated a national commission on Insurance rates. The mutual company had eliminated the fees paid to agents for new insurance and for renewals.

He spoke of the steps taken at Cleveland for one international organization, and called attention to the fact that ballots had been sent out to all members of the two organizations, and that each should express on his ballot his views and return the same at an early date. The plan was to have an organization entirely within the control of the membership, and if there is anything therein that is not liked, then each can exert his influence to secure such amendments and forms as will be satisfactory.

He advocated local organizations and stated that every organization should have an employed and paid secretary — a paid man who is all the time at work and prodding the members up to the performance of their duties to themselves and the organization, and a good man should be secured for the national secretary, one who is worth from $15,000 to $20,000 a year, whatever might be a liberal compensation.

President Hartman then referred to the efforts that had been made to do away with the government printing addresses on stamped envelopes. He said that the printers and local newspaper publishers had the power to secure the necessary change of law, but had been negligent in following up their efforts, and referred to the fact of the government envelopes being shipped as second-class matter at government expense, and then all loss being charged up to second-class matter.

There is no reason for changing the rate of second-class matter if the department is economically managed and the government charged with the services done for the different departments and for the shipments. Organization can right these wrongs. There are no monopolies in the printing trade, but through organization and education, printers can reach a point where they will not do printing for less than cost.

Lynn S. Pease, of Milwaukee, presented an able paper upon the subject of "Organization and Co-operation." He said, among other things, that the foundation of all business is intelligent co-operation. While self-interest is the foundation of business, to some extent, yet men need co-operation, and should be ready to advance the interests of the craft.

No man knows all that there is to be known of his own business, and no man can live in this age alone to himself. Successful business management must be reached through co-operation and co-operation must necessarily rest on legitimate organization. The securing of any method to get others to join with you is a point gained. What you make out of business is not all you get out of life. Money is not the whole thing. The man past fifty who has comradship, fellowship, confidence and good-will enjoys that which is above money.

There is no reason for antagonism in business or for cut-rate prices. The man who cuts prices does so either through ignorance or for some unworthy purpose. The great trouble is the want of knowledge, and the difficulty in doing business comes from those who are without the cost system, for they present unfair competition through ignorance. It pays those who have arrived to expend time and money in getting an understanding among their competitors. It pays to instruct competitors and to get those outside into organizations. There is no such thing as an absolutely correct basis for estimating, but by co-operation every system can be improved.

Salesmanship, mechanical, and all other departments are improved by comparing attainments. All expenses and time will be more than repaid by the improved condition. He related an incident of a merchant whom he had known as wealthy and prosperous, but who had dropped into a rut; did not keep up with the times, and, instead of clearing out the stock, left his shelves burdened with old goods. The result was loss of business and a condition of pessimism and a steady progress downward. Young men should get close to those who have succeeded.

Printers' organizations and editorial associations are the means of those getting together, and the result of the knowledge and co-operation secured means efficient and improved business, better citizenship and growing old with the respect and love of your neighbor.

Mr. W. E. Hobill presented a paper on "Sales Efficiency." He presented a chart showing two circles, one within the other, and explained how the value of the services that one is to render, represented by the small circle, should be expanded in the view of the purchaser to cover in the mind of the buyer what seemed to him the larger circle, representing his money in bank, which he would not expend without feeling that he was getting full equivalent.

To accomplish salesmanship, you must be honest with your customers and must also believe in your own products. You must understand your proposition thoroughly, believe that you have the best values and be able to convince the buyer from your own honest convictions. Always be a man; look neat and clean; put forth steady work; keep after your customers; get a man interested and then follow up; never misrepresent your products; never deceive a customer or make false promises. You should make good use of the journals of your calling. Study the whole system as presented by the best magazines. Do not spread out too much in seeking business. Call on a few customers and stick to them. Do plain, vulgar, honest work. Tell the truth. Do not sell to anyone an article that he cannot use.

This paper is presented in full elsewhere.

J. R. Bloom, of Wisconsin, read a paper on "How About the Junk," prepared by Jens K. Grondahl of Red

Wing, Minn., who was unable to be present at the convention. This paper is printed in full as the leader in this issue of the National Printer-Journalist.

In the evening the members were entertained at the Pabst theater by a popular play, designed to teach the value of cost systems and efficiency, "Revised Proof." The play was well presented.

On Saturday morning Mr. W. C. Kellogg presented his address on "Composing Room Efficiency," which is printed in full in this issue.

Prof. F. H. Elwell of the University of Wisconsin gave a most valuable and enlightening address on the topic "The Need of a Cost System from an Accounting Standpoint." He spoke of the necessity of good bookkeeping based on a thorough cost system. Among other things, he impressed the importance of taking into account the permanent investment and also the capital used in conducting the business, claiming that the printer should have interest on all money used and that he should see to it that his equipment is up-to-date.

He claimed that discount was a producer of profit, but had nothing to do with cost of products. An inventory should be taken of everything and all articles put in at real value. There is no relation between depreciation and new additions made to the office.

He gave an interesting synopsis of the system taught by the Extension Department of the University of Wisconsin. These systems are installed in Wisconsin on the payment of a fee of only $5. The customer has no right to a share in the discount that you get through cash payments.

He based his remarks largely on the outline of his book, entitled "Bookkeeping and Cost Finding for Printers," written by him for the Extension Division of the University of Wisconsin, presenting the same in six exhibits, of which one and four are given. Number 2 shows "The Department of Loss and Gain in a Small Printing Shop," and number 3 "Factory Account." The fifth is "Administration Account" and the sixth is "Outline of Costs Entering Into a Job."

EXHIBIT I.

ACCOUNTS OF A PRINTING BUSINESS

- Current Loss and Gain Accounts
  - Factory Accounts......
    - Materials........
      - Stock Accounts.
      - Freight.
      - Cartage
      - Handling
    - Labor...........
      - Productive.
      - Non-Productive.
    - Shop Expense...
      - Rent and Heat.
      - Light and Power.
      - Insurance and Taxes.
      - Interest on Investment.
      - Depreciation and Obsolescence.
      - Shop Supplies.
  - Selling Accounts......
    - Salesmen's Salaries, Commissions, and Expenses.
    - Advertising.
    - Discount on Sales.
    - Shipping and Delivery Expense.
    - Credit.
      - Sales.
  - Administration Accounts......
    - General Office Salaries. Officers' Salaries.
    - Postage. Donations. Telephone and Telegrams.
    - Club and Organization Dues.
    - Trade Journal Subscriptions.
    - Interest and Discount.
    - Depreciation and Obsolescence.
    - Sundry Office Expense.
    - Credit.
      - Discounts on Purchases.
- Balance Sheet Accounts
  - Assets...........
    - Current..........
      - Cash on Hand and in Bank.
      - Notes Receivable.
      - Customers' Accounts.
      - Stock on Hand.
      - Jobs in Progress.
    - Fixed............
      - Real Estate.
      - Buildings.
      - Plant Equipment.
      - Office Furniture and Fixtures.
  - Liabilities........
    - Current..........
      - Notes Payable.
      - Creditors' Accounts.
    - Capital..........
      - Original Investment.
      - Loss and Gain...
        - Accumulated.....
          - Surplus.
          - Reserve.
        - Current..........
          - See Current. Loss and Gain. Accounts Above.

From "Bookkeeping and Cost Finding for Printers," written by F. H. Elwell, for The Extension Division, The University of Wisconsin.

Mr. C. H. Crownhart, chairman of the Wisconsin Industrial Commission, spoke on the subject of "Workmen's Compensation Act." He stated that the laws covering workmen's compensation had been passed in fourteen states, and referred to the Wisconsin enactment, that recognizes the fact that man does not live to himself alone. He said that there can be in reality no individual personal liberty that does not take into consideration the rights of others, and showed the hardships of the old law, which required the worker to prove that he had not been negligent himself or had not suffered from the neglect of co-workers, or had not assumed, by accepting or acquiescing therein, the risks of business.

The law is upon a theory that a man has a right to live and that he has the claim on the business in which he is employed. The employer acts only as a distributor of the amount allowed for compensation, while the same should be charged to the consuming public.

He entered into the details of the law and showed, to some extent, its satisfactory working. The plan of compensation was united with the plan for safety and the safeguards for workmen will result in a very great decrease in the number of injuries. The employers are made the guardians of the employes, and must carefully organize the plan for safety.

EXHIBIT IV.

SELLING ACCOUNT

Cost of Jobs (brought down from factory account)	$2,407.51
Salesman's Salary	100.00
Advertising	20.00
Packing	10.00
Discount on Sales	24.68
Express	.35
	$2,562.54
Sales	$1,670.15
Gross Loss on Selling	892.39
	$2,562.54

He gave an instance where an arrangement had been made to the effect that every worker should have a day off each month to make an investigation as to safety. The suggestions from workers had resulted in much greater security.

Mr. C. L. Coward, of the Lodi, Wis., Enterprise, presented a carefully prepared paper on "The Cost of Producing an Inch of Advertising Space in a Country Weekly." On the basis of eighty cents an hour — cost in his office — he figured that advertising composition in his paper cost six cents an inch, and that it cost an average of four cents an inch to carry all ads in the paper when there was no new composition required. He considered eight cents an inch remunerative compensation for running advertisements and seven cents an inch for composition, making fifteen cents an inch every time an ad was set or reset, and he acknowledged that up to within four or five years, he had been charging six cents an inch flat for most advertising, and admitted that he had carried a half page of sixty inches for one firm for six years for $10 per calendar month, or $120 a year, or 3,120 inches for $120, which was less than four cents an inch.

He said that he had never heard of a cost system up to four or five years ago, and after a desperate struggle, decided to begin mending his ways. He advanced the half-page advertiser to six cents an inch, with the result that the advertisement was discontinued for about a year, but the advertiser finally came back and has been with the paper ever since, using on the average of 3,000 inches a year.

He stated that he had now decided to advance the rate on this comparatively large advertiser to eight cents an inch. His method for the past year had been to charge every advertiser ten cents an inch, unless they agreed to use space continually for a year, and, as a result, was getting ten cents an inch for practically half of his advertising and eight cents for the rest, with the exception of the one six-cent customer.

He said that the showing was not as good as he desired, but that it is 50 per cent better than he could have presented three years ago.

This paper resulted in considerable discussion, during which it was pretty generally agreed that composition cost over five cents per square inch on the average, making the cost of an inch of newspaper width at least ten cents, and the feeling seemed, in general, to have been that fifteen cents is the lowest charge that should be taken in a paper of 1,000 circulation.

The editor of this paper was made official reporter, and repeated the claims that have been published, over and over again, in the National Printer-Journalist for the last twenty-five years, that no one could have ever profitably taken advertising in a paper of even 500 circulation, for less than ten cents an inch, and that now fifteen cents an inch for running advertising in papers of 1,000 circulation, was as low a rate as would yield any profit, while, on short-time ads, the rate never should be below twenty-five cents an inch.

It may be appropriate to remark here, that had all our newspaper friends followed the teachings of this journal, very many would have been benefited much more than $100 a year, which some have estimated as the benefit. The gain to Mr. Coward, according to his statement as to quantity of advertising and the rates he has received, would have been over $163 a year up to six years ago, and would have been worth over $325 a year for the last half dozen years. In sixteen years, his gain in taking and following the teachings of the National Printer-Journalist would have been over $3,580, and the paper during that time would have cost him only $32.

Interesting discussion followed several of the other addresses, but the papers published herewith so fully cover the points, that it has not been thought necessary to give at length the discussions thereof.

A greatly enjoyed banquet, at the Pabst Hotel, was tendered the members of the Congress by the Standard Paper Co., the Milwaukee branch of the J. W. Butler Paper Co.

A resolution was passed favoring the uniting of the Ben Franklin Club and the United Typothetae of America into one great printers' organization. The sentiment, however, was very strong in favor of keeping up the State Ben Franklin Club of Wisconsin, and of demanding such a provision in the new constitution and by-laws, as shall secure the establishing and recognition of state organizations as a part of the national body.

Resolutions of thanks were passed for local entertainments and to those presenting the play of "The Revised Proof."

The whole trend of the convention was that of advancement and a better understanding, and the opinions expressed fully coincided with the following view, expressed by Paul Nahmens, Secretary of the Milwaukee Ben Franklin Club:

"Within ten years the printing business as it is conducted today will be extinct. It will be a case of the survival of the fittest, and many printers conducting their business on old-fashioned lines are already dropping out of the trade.

"Many printers sold only plain printing. But a new feature has come into the business. It is advertising which lies hidden in type. In the future he will no longer be called a printer, but a manufacturer of advertising literature. He will charge his purchaser not alone for the plain printing, as now, but for the brains that will go with the printing.

"The change is already coming. Several large concerns who formerly conducted only printing shops have added publicity, engraving and bindery departments."

The following officers were elected for the ensuing year: Thomas F. Lyons, La Crosse, Wis., president; M. C. Rotier, Milwaukee, vice-president; C. F. Dietas, Milwaukee, secretary; J. S. Hubbard, Beloit, treasurer.

* * *

PITTSBURGH TYPOTHETAE BANQUET

A Model Menu — The School of Printing of Carnegie Institute—What It Proposes

The annual banquet of the Pittsburgh Typothetae was held on Monday evening, February 24, 1913, in the English room of the Fort Pitt hotel. Almost three hundred guests were present.

The evening's program included speech-making, singing, music, and vaudeville. After a short prayer by Harry Miller, those present discussed the following most excellent

MENU
"Now stir the fire, close the shutters fast,
And let us welcome peaceful evening in."
Crab Flake Supreme
Celery Olives Almonds
Cream of Asparagus
Filet of Kingfish
Bercy
Chicken a la Maryland
Sweet Potatoes French Peas
Waldorf Salad
Fancy Ice Cream
Assorted Cakes
Cheese Coffee
Cigars
"Now that we have partaken, tarry a while,
And let us listen to what the speakers say."

At the conclusion of the supper, H. P. Pears, president of the Typothetae of Pittsburgh, announced that the evening's program was in charge of Wm. B. McFall. Mr. McFall, who has the happy faculty of saying much in a few words, reviewed the work of the Pittsburgh Typothetae during the year just closed and told of what we hope to accomplish in the coming twelve-month. He then introduced Dean Clifford B. Connolly, of the Carnegie Technical Institute.

Mr. Connolly's subject was "The Carnegie Technical Institute: What It Proposes to Do in the School of Printing." The Dean's talk was illustrated by stereopticon views showing the work of the great school he represents, and while he could as yet show no pictures of the School of Printing he could and did make public for the first time the plans of the institution in that matter. He asked the co-operation of the Pittsburgh Typothetae, and stated that if the master printers would help by furnishing students and with advice relative to equipment and the course of study, the "Carnegie Tech" would provide a complete equipment, the initial outlay for which would be about fifty thousand dollars. Dean Connolly was assured that he would receive the whole-hearted support of the Pittsburgh Typothetae, and it was announced that a committee had already been appointed to work with the Institute officials in the matter. The committee consists of W. B. McFall, chairman; T. D. Harmon, Eugene Carmichael, H. P. Pears, Chas. F. Warde, Chas. Eberts and A. E. Davis.

Short talks were made by several others, including Chas. F. McElroy, secretary of the Cleveland Ben Franklin club. The remainder of the evening was spent in conversation and in listening to singing and instrumental music of a high order of merit. It was near midnight when the guests, with hearty good-nights and sincere congratulations on the success of the banquet, departed for their homes. And there was passed another milestone along the road to a better understanding among printers—the road that leads to confidence, co-operation and success.

* * *

POPULAR MECHANICS MAGAZINE ASKS U. S. COURT TO STOP A CUT-RATE CLUBBING OFFER

Popular Mechanics Magazine has brought suit in the United States District Court of Massachusetts for $5,000 damages and an injunction against the School Arts Publishing Company of Boston. This company is the publisher of the School Arts Magazine, which has been offerin Popular Mechanics Magazine in a cut rate combination with its own publications.

The cut rate offer was made without consulting the Popular Mechanics people in any way, and in spite of the fact that Popular Mechanics Magazine has printed for years in large type on its front cover every month, the statement that "Popular Mechanics Magazine Offers no Premiums; Does not Club, and Employs no Subscription Solicitors."

This suit is said to be the first of its kind ever brought. Its outcome will be watched with a good deal of interest.

The chief claim made is that eighty-three per cent of Popular Mechanics circulation is on news stands, and Mr. Windsor, the publisher, has given his pledge to the newsdealers that he would not join in cut rate clubbing offers, and has advertised that fact in trade journals for newsdealers, and elsewhere. As a result of this policy, the newsdealers generally throughout the United States have shown their approval by giving Popular Mechanics good window and counter display, which of course is an asset greatly desired by every magazine. Hence to be advertised in a cut rate offer would naturally lead the dealers to believe that the Popular Mechanics had either changed its policy or was deceiving the dealers, neither of which is true. Mr. Windsor has sent out hundreds of letters to other publishers stating his position, and has tried in every way to prevent his magazine being clubbed. The subscription agencies without exception have respected his position and do not offer his magazine in their "clubs." Having apparently failed to protect himself by all ordinary means, he now invokes the help of the United States courts.

Note: The above statement is made by H. H. Windsor, president Popular Mechanics Co., Chicago, December 16, 1912.

* * *

SUCCESS WISHED FOR TWENTY-SIXTH YEAR

Iron River, Mich., March 12, 1913.

National Printer-Journalist, Chicago, Ill.

Gentlemen: Enclosed find check for $2 for one year's subscription to National Printer-Journalist. Couldn't keep house without it, so see that I get every number. With heartiest congratulations for your success and the hope that your twenty-sixth year in the harness may be more successful than all the others, I am,

Respectfully yours,
P. O'BRIEN.

Are the Differences Between the Printing Business and Others Real or Imagined?

By Edward U. Roper, Efficiency Engineer

[The article by Mr. Roper in our last month's (March) issue has created considerable comment, and many requests for further information along the lines as laid out, so we have made arrangements for a series of articles by him that shall explain his ideas of office management, salesmanship, and factory work, and the blanks necessary, and the manner of their use.—Editor.]

IN every discussion of management, cost, or efficiency in the printing business and attempted comparisons with other lines of manufacturing or business, one always meets with the reply: "The printing business is so different."

Is this true, or does the main difference lie between the men in the printing business and the men engaged in other lines?

I was largely of this opinion for many years, and, until forced to a study of other lines, in seeking information in cost accounting, did not see the striking similarity in all lines, and that the printing business only differed in one particular that is radical: In nearly all instances the article manufactured has no value except to the one for whom it is made, but as the financial loss in this line is no greater than other lines on the total manufactured product, this one difference may be disregarded.

As a verification of my statement let us look at the uncertainties (?) of our line and of those of other lines.

The manufacturer of shoes, while he may, to a certain extent, know that his factory will run steadily through a period of time, has no way of regulating the cost of his raw material; he has no way of telling, whether the patterns or styles that he has put on the market will be popular, and whether they will last one or more seasons or not. He has the same difficulty with wages, and the same exhorbitant overhead, and the same uncertainty in the volume of output of men and machines. How does he regulate this?

The same conditions are to be found in every other line of staple goods as in the shoe line, and parallel exactly with the publisher in the printing business.

If we take the general lines of jobbing business (carpenters, black-smiths or machinists) we find that they have all the identical uncertaintics and troubles that come to the jobbing printer.

The purchase of expensive machinery and tools; the uncertainty of a steady amount of business through a period of time; the unreliability of the value of the man and machine hour; and the uselessness of the goods manufactured, except to the party for whom they are made.

As a comparison see the similarity of conditions of the ordinary merchant and the printer:

	THE PRINTER	THE MERCHANT
Stock	In the final analysis consists of hours, and hours only.	Groceries, dry goods, meats, etc.
First Process	Get location and rent building and arrange to receive.	The same.
Second Process	Buy material and machinery to produce hours.	Merchandise of whatever character.
Third Process	Employ help to assist in making hours.	Employ help to dispose of merchandise.
Fourth Process	From items 1, 2, and 3, estimate number of hours he has on hand or sold, and how much the same cost.	From items 1, 2, and 3, estimate the amount and cost of merchandise he has on hand.
Fifth Process	Estimate how many hours must be sold on basis of investment and wages to pay expenses.	Estimate the amount of sales necessary on basis of investment to pay expenses.
Sixth Process	From character or class of service to be rendered, how much profit can be charged.	From location, or neighborhood, and class of goods to be carried, what can be the profit charged.

In the science of accounting, the most accurate (?) and dependable of all, we have a great diversity of opinion and manner of procedure. If you will read the various authors on this subject you will find an opinion for each one, or rather a difference of opinion, yet there is an underlying principle that is common to all, and a principal that is as immutable as the laws of the Medes and Persians.

"The total sales must exceed the total expenses, or there can be no profits."

Bearing this in mind, or having it put in a prominent place so that it is always before the management and salesmen is the first and most efficient help in the solution of the problem.

Studying the comparison between the printer and the merchant we can as easily figure the total expenses of the plant, and the total amount (hours) we have for sale. We can figure (estimate) the total amount of material from past experience that will be needed for so much work, and from these items we can figure the hourly cost of men and machines and the managerial and sales expense as accurately as we could from the statement in the books for any period of time.

The statement from the books would only be true if the conditions were to repeat themselves; the other is a condition based on business experience and acumen.

The merchant does not know, and does not try to find out, what his hourly, daily, or monthly cost is. He does not expect to make a profit every day or every month. He has the daily uncertainty of the weather, and the uncertainty of the seasons to contend with. He has had these conditions ever since man was in business, and he figures to cover them by a system (?) of averages.

The merchant does not expect to make the same profit on all lines of goods. Those lines that are in steady demand all the year through, and wanted by everybody are sold at a close price. And according as the demand diminishes either in length of time or volume, or the goods may be perishable or seasonable, the profit is raised.

And, also, if his total sales do not reach the amount he has established as necessary to pay his known expenses, plus the merchandise sold, he does not change his selling price, but strives for more business.

The most accurate and detailed cost system in the world would not help him to solve the problem, neither will it help the printer.

If you do not have an established cost of manufacture for each department, and the whole plant, that is reasonable; if you do not have an established managerial and selling cost; and if you do not have a knowedge of the minimum amount of business that your plant must do each year, you are in Stygian darkness, and all your efforts are merely shooting in the air and trusting to chance to get game.

These problems can all be solved, even on an hypothetical plant. You can distribute your expense to the men and machines on the basis of the amount of work you should do, not on what you can do, and the other expenses naturally follow in their proper places. When you have established this amount for department, plant, and sales, you have a standard to work to, and when you get your daily report, you know whether it is lack of work or lack of efficiency.

When you get your report of sales for each salesman, you know whether he is working up to the required standard or not, and, by showing this report to him, he knows.

All this does not mean to do away with the daily cost records. It gives you a standard to compare by, and is something definite, not like having composition one month 80 cents per hour and another month $1.80 and not knowing where the fault lies, or what the amount should be.

Can you afford to do without the help of an expert in your line, when other manufacturers and business men are employing them daily?

Have you a right as proprietor to ask the factory to carry a high selling expense if you do not sell the necessary volume of goods?

Have you ever estimated the volume and value of possible productivity in your plant, and the cost of labor under this "possible" condition, and the profit you might realize, also what would be the percentage of your managerial and sales expense, and how much this volume should be before you are entitled to any profit?

Have you a right to draw a salary of $10,000 a year if you do not sell a greater volume of goods than one of your men, even if you are the proprietor?

How much should a man sell and what proportion should be his salary? And should it not be figured on gross amount of sales or net profit?

Can you afford to pay a salesman $4,000 who sells $20,000 worth of goods?

Are your sales large enough in proportion to your investment and expense account to warrant you in expecting a profit?

Does your superintendent complain of having poor foremen under him?

Do your foremen make the statement that they have poor mechanics working under them, as an excuse for failure in carrying out orders?

Does your cost system show you (1) what your efficiency should be? (2) what each department should cost?

Have you an efficiency department in your shop? One that eliminates all guesswork on the part of your mechanics, and allows them to build a type page as easily as a carpenter would make a soap box?

✣ ✣ ✣

Arthur Capper, publisher of several farm journals at Topeka, has been appointed chairman of the department of agricultural publications at the annual meeting of the Association of Advertising Clubs of America, to be held at Baltimore June 10. This association is the largest and most active force in the country at the present time in promoting the movement for a higher standard of advertising, and Mr. Capper has been one of the prominent newspaper men interested in forwarding this reform. "The demand for a higher standard of advertising," said Mr. Capper at a recent meeting of the Topeka Advertising Club, "is neither visionary nor merely sentimental. All considerations of ethics aside, it springs from sound business sense, because in this practical age when the test of efficiency is relentlessly applied to everything that touches the human life, advertising must stand or fall by the measure of real service it renders the business world. To reach its highest degree of efficiency, advertising must inspire universal confidence, and of course this is impossible unless that confidence is deserved. Honesty and decency in advertising is not a question of policy — it is a matter of self-preservation."

Mr. Capper is publisher of the Farmers Mail and Breeze, Missouri Valley Farmer, Nebraska Farm Journal, Oklahoma Farmer, Missouri Ruralist, Poultry Culture, Topeka Daily Capital and Kansas Weekly Capital.

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So large has been the demand for the Desk Book issued by the School of Journalism of the University of Missouri that the first edition has been exhausted. A second edition has been published, however, of which copies may be obtained from Dean Williams, Columbia, Missouri, upon payment of two cents for postage. The book contains instructions for the preparation of copy, capitalization, punctuation, and spelling, valuable in any newspaper office.

NATIONAL PRINTER JOURNALIST
NPJ
A JOURNAL FOR PRINTING AND ALLIED TRADES
RAVENSWOOD STATION, CHICAGO, ILLINOIS
Entered at the Chicago Postoffice as Second-class Matter
BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate
WM. E. HERBERT - Supt. of Mechanical Department
Official Paper of the National Press Association
ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION
SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.
CHICAGO, APRIL, 1913

It is a pleasure to witness the steady and broad advances being made each year in the understanding and applying of the essential principles of business conduct and efficiency production in the callings of printing and newspaper making.

The account of the recent Cost Congress of the Wisconsin State Ben Franklin Club and four of the most important addresses given in this issue of the National Printer-Journalist not only show gratifying progress in the two callings that have lacked thorough and systematic management, but afford new and most strikingly stated facts, given in an instructive and convincing manner.

No one, no matter how broad his experience, can read these without great benefit, while to many they will open ways to great prosperity and worthy success, where inadequate returns or actual losses and threatened failures have been the prevailing condition.

President Hartman, of the Ben Franklin Club, properly covered nearly all the subjects now before the organized printers of America for solution.

Mr. Grondahl impressed, in his paper entitled "What About the Junk?", most forcibly the human element, the deterioration by work through the years, of the man at the head of the business, the most costly machine of all, and showed how the human investment as well as all the others should be taken into account.

"The Uplift of the Printer-Publisher" by Frank E. Noyes, portrayed in strong terms, with convincing illustrations, the careless, indifferent and ignorant way in which printing and newspaper making have been conducted, putting many of the members of these honorable callings in a class with the workers in sweat shops in our large cities.

"Sales Efficiency," by W. E. Hobill, and "Composing Room Efficiency" by Charles W. Kellogg, were the two other addresses that covered the fields indicated by the topics, with wonderful completeness and ability. No one who reads and follows the suggestions contained in these able papers can ever fail for lack of efficiency, either in salesmanship or in the composing room.

It is not intended here to remark at length on these addresses, but only to enforce their great value so as tc induce the careful perusal and study of the same by every reader of the National Printer-Journalist.

* * *

One of the greatest benefits of the new spirit of investigation and the seeking after knowledge and making the callings matters of scientific study, is the new life that is infused into the followers of the useful, industrial pursuits. Man is a thinking being and it is the dull thoughtless routine, the working in old ruts, doing things without rhyme or reason, that dulls, ages and kills.

Every man's calling should be his inspiration, his recreation, and no other callings more than those of newspaper making and printing— these bringing the worthy workers therein in constant contact with men in all the affairs of life, with all progress and branches of business, to advance and build up and improve.

To perform and enjoy the requisite work men must be at their best, must reap proper rewards to lift them above worry or want and be in a position fully to understand, demand and enforce all that is their due, and also the honor, business and social recognition due them.

* * *

It may seem a little out of the ordinary to see a page in this issue devoted to a most interesting chart that strikingly sets forth some of the wonders of astronomy. This is, however, in entire accord with what has been frequently advocated in these pages, that every man should have a study or hobby outside of his regular occupation. While one's work should be a constant joy through worthy, useful accomplishment and the receiving of full remuneration and honors to meet the demands of a full well-rounded life for the worker and his family or dependents, every man needs change and variety, and has other faculties than those called into play in his business, that need cultivation and development through inspiration and use.

We know of no other study than that of astronomy that tends so much to arouse the imagination, awaken grandeur of thought, develop the higher faculties and enlarge the mind and soul. A study of the heavens, of the planets, suns and solar systems, in all their wonderful harmony, and contemplation of the wonders of design and all sustaining power shown therein, tends to uplift and to fill the soul with wonder, love and praise.

Mr. G. H. Benedict is wise to devote his leisure hours to the study of astronomy and we thank him on the part of our readers for giving us a glance into the wonders thereof.

* * *

There is only one cause of regret when witnessing the rapid improvements that are now being so generally attained and that is the long time that it has taken to get the members of the callings to realize and enforce their rights as to their business and publications.

Over twenty years ago we were accused by a representative of a large advertiser, of having added over a half million dollars to the cost of the advertising of certain proprietary medicines. He declared that the National Printer-Journalist ought to be suppressed. No one undertook that job and we felt entirely satisfied, for we realized that all that the advertisers had to pay in advance charges for advertising went into the pockets of deserving publishers who even then did not get full value for their services.

We had constantly sung the matter of advertising cost, as we have continued to sing for a quarter of a century, and advised publishers not to accept any other than living rates, even if they did secure the advertising, for the more they secured of this foreign advertising at losing rates, the poorer they would become, besides, their papers would be cheapened and rendered less valuable to home advertisers. We advised them rather to cultivate the home advertising field thoroughly and make the papers so valuable and popular that local business men could afford liberal rates and could not afford to stay out of the paper.

Not only in the National Printer-Journalist, but in addresses before the Illinois, the Wisconsin, and many other State Editorial Associations, we advocated these same ideas and showed why and how proper prices could and should be secured. Yet at the Wisconsin State Cost Congress, a publisher stated that up to within three or four years, he had been taking advertising at less than cost. However, there is satisfaction in knowing that many publishers and printers did take heed and reaped the benefit. It takes not only teaching, but direct personal appeals, in which are personal contact and experiences, like the old Methodist revivals, to reach and reform many otherwise good men. The printer-journalists are having the needed revival and may the good work go on.

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GEN. SMITH D. ATKINS DECEASED

Gen. Smith D. Atkins, one of the veteran newspaper men of the Nation, died at his home in Freeport, Ill., March 27. He was a member of the National Press Association and a frequent attendant on the annual conventions. He was also an active member of the Illinois and the Inland Daily Press Associations and rarely failed in attendance at meetings of these active newspaper organizations and was very frequently on the program for addresses. He was always entertaining, instructive and inspiring.

Mr. Atkins was born at Elmira, N. Y., on June 9, 1836, and moved to Illinois with his parents in 1846. He became a printer and established the Gazette at Mount Morris, Ill., in 1853. He was admitted to the bar in 1855, and he stumped the state for Lincoln in 1860.

In 1861, while trying a case in court as state's attorney, a telegram was received for the first call for troops. He immediately drew up an enlistment roll and headed the list with his own name. Later, for gallant service at Fort Donelson, he was promoted to a majorship. He became a colonel in 1862, and after that was brevetted brigadier general and major general.

Immediately after the war he commenced his work on the Freeport Journal and was appointed postmaster at Freeport by President Andrew Johnson.

From the days of Benjamin Franklin up to very recent years, the position of postmaster was considered appropriate to the calling of newspaper making, but the growth of newspapers, and of the post offices, also, has tended to change this. However, the services of General Atkins to the Government notwithstanding his duties as an editor, were such that he held the position from the time of his first appointment up to his death, except during the administrations of President Cleveland.

He was a conscientious and efficient official and his honesty made him refuse to be a party to any graft through the ordering of supplies not absolutely needed though such orders were urged upon him, as doubtless upon many others, with the plea that the supplies might as well be had, as they had been arranged for and would cost the post master nothing. How many resist such urging we do not know, but we hope and feel that the number of the conscientiously honest men who seek to guard the interests of the Government and to keep expenditures down, as they would in their own business, is numerous and increasing.

The Freeport Journal was established in 1848 and continued as a weekly paper until 1879 when the Daily Journal was established under the editorial management of Gen. Atkins, and has since so continued and has occupied the position of one of the leading Republican newspapers of the state.

Mr. Atkins was not only a clear and forceful writer, but an able speaker and was frequently heard in the conventions and campaigns of his party, of which he ever maintained the position of one of the honored leaders.

It was gratifying on the occasion of the silver anniversary of this paper last December, to receive a congratulatory letter from General Atkins, that showed that he was as deeply interested as ever in journalism and keeping close watch of all matters connected therewith.

He wrote under the date of November 18, 1912, addressing the editor of this paper. "We have long been personally acquainted. I know that you are doing a good work in publishing the National Printer-Journalist, and I am glad that at the end of a quarter of a century, you can look back on the good work you have accomplished, and I hope you will keep up the good work for another quarter of a century."

The long personal acquaintance with Gen. Atkins was deeply appreciated and knowing the sincerity of the man, his kind words, especially considering his age and the multiciplicity of his duties and engagements, were very highly appreciated.

One by one the veterans of the calling pass away — grand men who loved the calling and all worthily and earnestly engaged therein. These lines are written with the thought that more worthy tributes will follow.

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In our three score and ten years, we do not remember to have known of so wide a destruction from the elements as has resulted from the storms and floods that have reached in destructive forces so many of the great States of the Middle West. It is gratifying to know how prompt and generous have been the responses from human sympathy, even, in many cases, where no direct appeal has been made.

In sending an appeal to the members of the Ben Franklin Club for aid to brother printers in distress through the storm and flood, the Finance Committee, Messrs. A. J. Braunwart, E. F. White and Leslie Webb, state "Money has already come into our hands without solicitation."

This shows how the spirit of fraternity has grown up through organization and acquaintance during the past few years. The need is great and the appeal will be met with liberality.

Here is a card from Mr. L. H. McNeil, an honored writer for printers, who is well known to our readers, which will show how wide has been the effects of the flood:

Findlay, Ohio, March 29, 1913.

"Friend Herbert: Entire city flooded here Tuesday. Took wife and children out through window. Water in printing office thirty inches deep. Big loss; all safe. Loss in city one million.

L. H. McNEIL."

We had not even noticed Findlay mentioned in the dispatches as one of the flooded cities and this incident shows how much wider than has been realized have been the disasters.

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The Brookings, S. D. Register sends the following, flattering testimony, under the above caption, to the ability of the students of the School of Journalism of the University of South Dakota:

Several business men have enlisted the services of Prof. Starring's class in advertising and two or three of the ads in this issue of the Register were written by the college boys. The copy the boys send in looks like the architect's plans for the new post office building, but their ideas are excellent and original and the ads are as good if not better than we get from some of the high-priced eastern adwriters.

The National Press Association

Arrangements for the 28th annual convention of the National Press Association at Colorado Springs is progressing with promises of all that has been said of its completeness and productiveness. The leaders of the calling will be in attendance. Mr. H. S. Neal, of the Department of Journalism of the University of Kansas, has consented to take charge of the Cost Department. He has prepared a book on the subject and is in charge of introducing the cost system as a part of the extension work in the Kansas University and the printing offices of that state. The subject will be presented in a complete but somewhat surprising manner.

Secretary E. E. Sheasgreen has consented to be one of the speakers of this Department.

Department of Journalism

Those interested in the Department of Journalism will get some idea of the completeness and scientific treatment of this branch by reading the able paper presented by Mr. Henry Jackson Waters, of the Kansas State University, printed on page 247 of this issue of the Journalist.

Department of Daily Press

Geo. B. Lockwood, editor of the Evening Press, Muncie, Ind., is making splendid progress and will be ready with his full program for the May issue.

Department Weekly Newspapers

Mr. Edgecomb furnishes the interesting facts as to this important department.

President A. D. Moffett writes that he is working on the program for the general meeting and has it ready, with the exception of two or three important numbers which he has assigned and is waiting for replies. In a word, the President and the heads of all the departments are busy and have progressed so far as to guarantee a good program.

Secretary Schlosser makes a most gratifying report as to entertainments and transportation. He writes under recent date:

"At the conclusion of the regular session, we will become the guests of the Colorado Springs people and according to the program which the citizens have mapped out, will spend the entire time, for the following four days at least, in sight seeing trips by rail, motor, and other means of conveyance, in and about Colorado Springs.

It is then planned to lift our baggage at the hotels and spend several days with the citizens of Denver and other cities, under the supervision of the Press Association of Colorado.

These features of entertainment are supposed to be without cost, but it may be that there will be some expense that I am unable to figure on at this writing. You will receive, later on, full advice in regard to the program and every item of expense.

The citizens of Colorado are united in extending the National Press Association a royal welcome and will see to it that all have an enjoyable time while in the Switzerland of America.

All railroads will offer reduced rates, with final return limits to October 31, thus enabling you to remain as long as you may desire.

Round Trip Tickets

That you may have some idea as to what the rate for the **round trip** to Colorado Springs will be, I quote you the rate from central points as follows:

Chicago, $30; St. Louis, $25; Kansas City and Omaha, $17.50. Remember—these rates are for both ways; to Colorado Springs and return.

Connecting lines will use these figures for basing purposes in compiling their rates. These will probably be available in the course of the next thirty days, so that you will be able to ascertain upon inquiry at your local ticket office what the through rate will be from any point in the country.

Arrangements will be made with representatives from the various states to look after the arrangement of local parties within their respective states, so that sleeping car accommodations may be provided, and an arrangement will also be made so that we can come together at some central point from which special trains will be run.

These are all details that are yet to be planned but the information is given so you will be enabled to determine whether or not you will be interested in participating, and if so, it will be advisable to register your intentions with the undersigned at an early date.

Membership fee for the National Press Association of $2.00 is now due and should be paid at once. All inquiries will be cheerfully answered.

Yours very truly,
G. E. SCHLOSSER,
Secretary.

The members of the Minnesota Editorial Association are arranging to make the attendance upon the Convention at Colorada Springs take the place of their summer outing and will attend in a body. It is suggested that other Associations, like those of the Dakotas, Nebraska, Kansas, Iowa and Missouri will make like plans. It will be a splendid vacation for any company of editors and Colorado will receive gladly all who come.

No one should delay, however, to forward their names and the annual $2.00 Association dues to Secretary Schlosser. It is necessary to know in advance for how many to prepare. The full program will appear in our May issue, with many other facts as to arrangements, trips to be taken, etc. The pleasure and benefit of the trip cannot be overestimated.

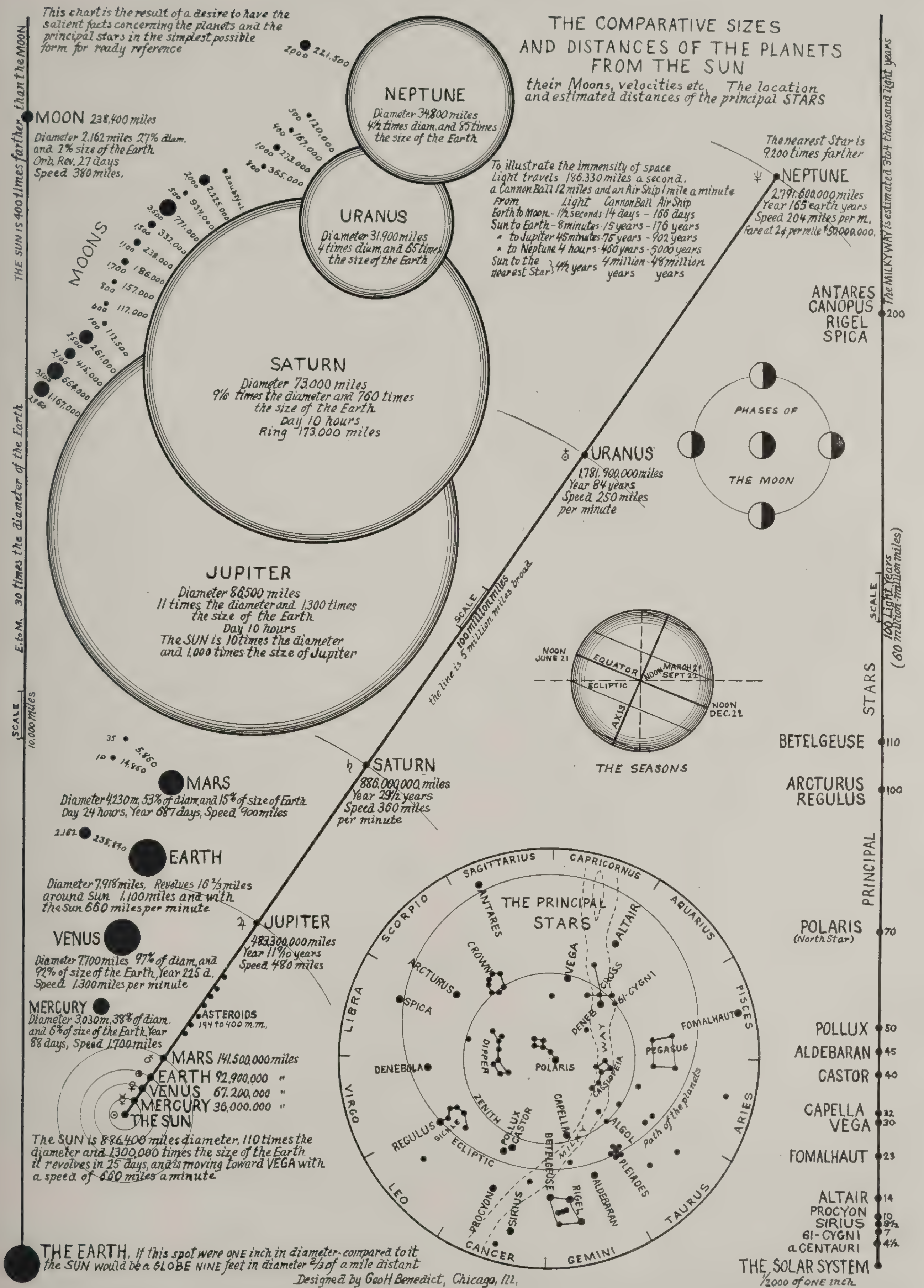
* * *

CONGRATULATED

The National Printer-Journalist completed its first twenty-five years of publication by the issue of its December number, and Editor B. B. Herbert has been acknowledging bouquets from his numerous friends for many weeks. The silver anniversary number shows a wealth of favorable comment from all quarters. Cruel criticism has yet to come along — and probably will never get there — because there is no room for it in the office of Mr. Herbert's magazine, which has done so much for the printer-journalist during all these years by conscientious endeavor to hold to high ideals. If the reader hasn't seen a Christmas copy of the National Printer-Journalist he should send for one and profit by the mass of good material to be found therein. The address of the Chicago office is 4618 Ravenswood Park.—The Pacific Printer, San Francisco, Cal.

* * *

The Manchester (N. H.) Mirror recently issued a souvenir number of 76 pages in commemoration of its 62d birthday. It was profusely illustrated, gave a concise and up-to-date history of Manchester and her manufactories. Pictures of all the churches and school houses, other public buildings, principal streets, parks and scores of portraits were run. The publication was printed on special heavy paper. A large extra edition was quickly exhausted. The publication was the most elaborate ever issued by a New Hampshire newspaper.


This chart is the result of a desire to have the salient facts concerning the planets and the principal stars in the simplest possible form for ready reference
THE COMPARATIVE SIZES AND DISTANCES OF THE PLANETS FROM THE SUN
their Moons, velocities etc. The location and estimated distances of the principal STARS
THE SUN IS 400 times farther than the MOON
E. to M. 30 times the diameter of the Earth
SCALE 10,000 miles
MOON 238,400 miles
Diameter 2,162 miles 27% diam. and 2% size of the Earth
Orb. Rev. 27 days
Speed 380 miles.
MOONS
NEPTUNE
Diameter 34800 miles
4½ times diam. and 85 times the size of the Earth
URANUS
Diameter 31,900 miles
4 times diam. and 65 times the size of the Earth
SATURN
Diameter 73,000 miles
9⅙ times the diameter and 760 times the size of the Earth
Day 10 hours
Ring 173,000 miles
JUPITER
Diameter 86,500 miles
11 times the diameter and 1,300 times the size of the Earth
Day 10 hours
The SUN is 10 times the diameter and 1,000 times the size of Jupiter
2000 221,500
500 120,000
400 167,000
1000 273,000
800 365,000
doubtful
2000 2,225,000
500 934,000
3500 771,000
1500 332,000
1100 238,000
1700 186,000
800 157,000
600 117,000
100 112,500
2500 261,000
2100 415,000
3500 664,000
2960 1,167,000
To illustrate the immensity of space Light travels 186,330 miles a second, a Cannon Ball 12 miles and an Air Ship 1 mile a minute
From — Light — Cannon Ball — Air Ship
Earth to Moon - 1½ seconds - 14 days - 166 days
Sun to Earth - 8 minutes - 15 years - 176 years
" to Jupiter 45 minutes - 75 years - 902 years
" to Neptune 4 hours - 460 years - 5000 years
Sun to the nearest Star } 4½ years - 4 million years - 48 million years
The nearest Star is 9,200 times farther
♆ NEPTUNE
2,791,600,000 miles
Year 165 earth years
Speed 204 miles per m.
Fare at 2¢ per mile $50,000,000.
♅ URANUS
1,781,900,000 miles
Year 84 years
Speed 250 miles per minute
♄ SATURN
886,000,000 miles
Year 29½ years
Speed 360 miles per minute
♃ JUPITER
483,300,000 miles
Year 11 9/10 years
Speed 480 miles
ASTEROIDS 194 to 400 m.m.
♂ MARS 141,500,000 miles
EARTH 92,900,000 "
♀ VENUS 67,200,000 "
☿ MERCURY 36,000,000 "
☉ THE SUN
SCALE 100 million miles
the line is 5 million miles broad
35 5,850
10 14,860
MARS
Diameter 4,230 m. 53% of diam. and 15% of size of Earth
Day 24 hours, Year 687 days, Speed 900 miles
2,162 238,840
EARTH
Diameter 7,918 miles, Revolves 16⅔ miles around Sun 1,100 miles and with the Sun 660 miles per minute
VENUS
Diameter 7,700 miles 97% of diam. and 92% of size of the Earth, Year 225 d.
Speed 1,300 miles per minute
MERCURY
Diameter 3,030 m. 38% of diam. and 6% of size of the Earth, Year 88 days, Speed 1,700 miles
The SUN is 886,400 miles diameter, 110 times the diameter and 1,300,000 times the size of the Earth it revolves in 25 days, and is moving toward VEGA with a speed of 660 miles a minute
THE EARTH. If this spot were ONE inch in diameter - compared to it the SUN would be a GLOBE NINE feet in diameter ⅔ of a mile distant
Designed by Geo H Benedict, Chicago, Ill.
PHASES OF THE MOON
NOON JUNE 21
EQUATOR
NOON MARCH 21 SEPT 22
ECLIPTIC
AXIS
NOON DEC. 22
THE SEASONS
THE PRINCIPAL STARS
SAGITTARIUS
CAPRICORNUS
AQUARIUS
PISCES
ARIES
TAURUS
GEMINI
CANCER
LEO
VIRGO
LIBRA
SCORPIO
ANTARES
CROWN
ARCTURUS
SPICA
VEGA
ALTAIR
CROSS
61-CYGNI
DENEB
MILKY WAY
FOMALHAUT
PEGASUS
DIPPER
POLARIS
CASSIOPEIA
DENEBOLA
ZENITH
CAPELLA
ALGOL
Path of the planets
REGULUS
SICKLE
ECLIPTIC
POLLUX
CASTOR
BETELGEUSE
PLEIADES
RIGEL
ALDEBARAN
PROCYON
SIRIUS
The MILKYWAY is estimated 3104 thousand light years
ANTARES CANOPUS RIGEL SPICA 200
SCALE 100 Light Years (60 million-million miles)
PRINCIPAL STARS
BETELGEUSE 110
ARCTURUS REGULUS 100
POLARIS (North Star) 70
POLLUX 50
ALDEBARAN 45
CASTOR 40
CAPELLA 32
VEGA 30
FOMALHAUT 23
ALTAIR 14
PROCYON 10
SIRIUS 8½
61-CYGNI 7
a CENTAURI 4½
THE SOLAR SYSTEM 1/2000 of ONE inch

A Busy Man's Recreation. George H. Benedict, of the Globe Engraving and Electrotype Co., Chicago, devotes leisure hours to the study of astronomy and in his studies has produced the above interesting chart.

Clean Journalism and the Duty of Newspapers and Other Lines of Business to the Community

From the Red Wing, Minn., Daily Republican, Feb. 3, 1913

The following editorial from the Minneapolis Journal will be of more than passing interest to readers of The Republican because of the similarity in the policy of the two papers with regard to objectionable advertising. The Journal has won the confidence and respect of the people of Minnesota and the Northwest by publishing a clean and fearless newspaper regardless of financial risk and brewery opposition. Says the Journal editorial:

We hear more today than we did a decade ago about "clean journalism." Newspapers are growing more particular. But the question has a side to it that the layman, who approves of a clean newspaper but does not count the cost in dollars and cents, rarely considers.

This newspaper sacrificed last year in round numbers a sum approximating fifty thousand dollars because of its position in refusing advertisements of whisky, beer and improper advertising.

No great point will be made of this matter, for there are compensations not of a financial order connected with a clean newspaper. In the first place, it makes more friends for the paper than it loses, and it makes the friends who are valuable to have and to retain. To some extent the financial loss is offset by financial gain in other quarters. Time will further equalize these losses and gains, it is confidently believed, when the situation is better understood in the community.

But if the policy still shows a financial loss, it will nevertheless be continued. For it has become a fundamental principle with this paper and it is a right policy. As Emerson phrases it: "Has not a man a calling in his character?" This is equally true of a newspaper, perhaps more so, for a newspaper reaches more people and its influence extends farther for good or for bad.

Taking it all around in satisfaction and everything, the sacrifice of the fifty thousand dollars last year was not an expensive luxury.

The Republican Has Same Policy

There is at least one paper in the Northwest which is making sacrifices every year, in proportion as large as those of the Minneapolis Journal, in order that its advertising columns may be clean and wholesome and be as welcome in the homes as its editorial and news columns. That paper is The Republican. Many years ago it was the ambition of those responsible for its business and editorial policy to publish a newspaper every line of which, advertisements included, might be properly read aloud by the fireside without feeling that the sanctity of the home had been violated by anything which appeared in their favorite home paper. Nearly every daily newspaper in the country accepted advertisements of every kind, clean and unclean, and the members of almost every house had flaunted in their faces every day in the year all sorts of objectionable announcements. Even in those days The Republican maintained a considerable higher standard than many of its contemporaries, as reference to our files will show. Although the newspaper standard at that time demanded by the public was not so high as that demanded today, there were thoughtful men and women, in business life, in church life, in private life, who looked with manifest displeasure on some of the advertisements, and justly so. The editorial and news columns of the paper had been scrupulously clean at all times but there was disharmony between that part of the paper and advertisements which were not always of the same quality.

When the public begins to demand something better in any line that demand is soon recognized and given attention by all thoughtful servants of the public, be they public or private. The Republican had already anticipated the trend of thought and the ultimate public demand for a paper scrupulously clean in its advertising columns as well as editorially and was in full sympathy with clean journalism. Realizing the responsibility of placing in the homes of thousands of people the reading matter that might shape the lives of its readers, The Republican decided to take the lead and cast out all questionable advertising.

Sacrifice Dollars for Principle

It involved considerable sacrifice to adopt such a policy, because there was then, more so than today, a large volume of advertising to be obtained at high rates which would have to be refused, and it should be remembered that a newspaper, the same as any other business, finds the difference between profit and loss very small and must count every dollar carefully to come out on the right side of the ledger at the end of the year. It meant the annual loss of a large sum of money, a sum amply sufficient to pay a profit on any business of ordinary size. How best to sustain losses was not figured out to a nicety, but it was hoped that as the process of purification went on, appreciative subscribers and advertisers would, by their increased patronage, largely make up for the loss.

In the improvement of a newspaper three elements are necessary:

1. A management that has an ambition and the courage to keep all its departments—news, editorials, and advertising—clean.

2. Readers that are taught to demand that the newspaper that enters their homes shall be clean in all its departments.

3. Advertisers of legitimate goods that will demand of a newspaper the kind of news, editorials and advertisements that are fit to go into the homes, thereby increasing the dignity and the value of their advertising.

It was apparent to the close observer that the day would come — and The Republican wished to hasten that day — when the fathers and mothers of the community would demand of their home paper that its advertising columns be as scrupulously clean as its editorial and news columns; that the time would come when no corrupt influences would be tolerated or permitted to steal in upon the boys and girls through the daily visits of their eagerly awaited evening paper; when those same homes would look upon a newspaper that brought an appeal to drink beer with the same disfavor as a brewer who would bring a barrel of beer in among all the members of the household.

Business Men Would Demand Clean Paper

It was equally clear that the time was not far distant when every business man who stood for the same clean principles in his business life as in his home life would also demand that the editorial columns, news columns and advertising columns of the newspaper which he patronized should stand for clean things — for the things on which good business, good morals and civic virtue are all founded — and be absolutely free from the corrupting taint of breweries and distilleries, including that long train of evils upon which such industries depend for their prosperity; when the business man would say to the newspaper publisher: "The influence of breweries and distilleries undermines the foundation upon which every legitimate business rests. I would as leave be in partnership with a brewer or whisky manufacturer as to advertise in your paper if it does not help to correct the evils due to intemperance and brewery domination. I would as soon invite a brewery and brewery owned saloons to build next to my place of business or my home, or to share space with them under the same roof, as to have my business announcements in so close proximity to brewery ads as to help lend respectability to them and bring reflection on mine. If you want my business, which is clean, keep your newspaper clean in all its departments. Your entire policy must be to build up what is good and break down what is evil, and above all, I must demand what every Christian gentleman in business should demand, that your newspaper must be absolutely free from the taint of whisky or brewery domination, if you want my advertising."

Pertinent Questions Good People Will Ask

Also, it was quite clear to The Republican, while it was strengthening and developing its policy of clean journalism, that the same newspaper reading homes that would frown upon papers which brought enticing invitations to drink this or that kind of beer, would eventually frown upon business concerns whose advertisements appeared in and helped support such newspapers. The many good people of the community bringing their influence to bear on business men would give them more courage — if they needed it — and would in a short time counteract and eradicate the influence of the comparatively few brewery adherents who always use their utmost influence to make business men fear the loss of their patronage. The question which the good people of the community will ask, not only of the newspapers which furnish the daily information, editorial opinions and business announcements, and of the public officials whom they elect, but also the business men and legitimate business institutions of every character is this: "How far removed from brewery and distillery influence are you, and what support, comfort and co-operation do you give to the forces that are attempting to destroy morals, sobriety, business integrity, law, order, justice, civic virtue and all that the church and the home and every honest enterprise stands for?"

These questions have in various ways in years past come to The Republican from many readers, from some advertisers and in thunder tones from the depths of its own conscience. Every issue of the paper that goes into the sacred percincts of your home is the answer. The independence of this paper in public affairs and on moral issues has made enemies which it does not fear and friends that are worth having.

Like Men, Judged by Their Company

Advertisements are like men — they are judged by the company they keep. The one of questionable character reflects unfavorably on its more elevated companion. The advertisement of a respectable business helps to lend respectability to the objectionable advertisement, when they appear together. It is the high class ad and the things it stands for that suffer by the companionship. If the leading church papers were to appear some week with an advertisement for a brewery, what would happen to their subscription lists and their editors, and why? If John Wanamaker, standing as he does for high ideals in personal and business life, were to carry advertisements in the Police Gazette, it would be the scandal of the business world. Why? Simply, because the code of ethics accepted by the best thought frowns on what is demoralizing and destructive to society, and demands clean things from clean men. Newspapers and advertisers must all sooner or later bend in obedience to this demand or pay the penalty. The day for sending opium, whisky, idols and missionaries on the same ship under the same auspices is about past. Society is becoming too intelligent and too discriminating to permit of its own destruction at the hands of those who profess to be its friends and who, for the sake of "business diplomacy" give aid and comfort to the outspoken enemies of law, order and morality.

Successful Men Stand by Their Convictions

Did you ever know a man in business or public life who was a real success, who lacked convictions and the courage of his convictions? Did you ever know a newspaper man or business man to succeed, who dared not call his soul his own for fear that he would lose trade? Did you ever meet an individual in any line of business, whose policy it was to compromise with wrong in a vain effort to gain a few extra dollars, who did not humiliate himself in his own eyes and in the eyes of those whose respect he valued? Never. The men and institutions that have been of real value to themselves and the community are those that have carried into business and professional life the same ethics and the same principles which stamp the real character of a man in his private life. The business man, be he a newspaper publisher, or a merchant, or a manufacturer, whose business standard is lower than his personal standard, is simply a modified type of Dr. Jekyl and Mr. Hyde, who eventually will be exposed by his own inconsistency. It is a fallacy, which disappears instantly in the light of reason and experience, that a business man, in order to reach his goal, must compromise his better self and toady to evils from which his moral nature instinctively shrinks, and from which evils he prays, at the family altar, that his pure sons and daughters may be safely protected.

The Republican Will Maintain Its Policy

The history of the futile and vain attempts to prevent The Republican from carrying out its policy of clean journalism will be the subject of a decidedly interesting article should conditions later on demand it. It is sufficient to say at this time:

That this paper will stand firm in its policy no matter what its losses may be and regardless of what appreciation may be shown it in a business way.

That this paper invites all who believe in its policy to co-operate with it in making the Desirable City more and more desirable.

* * *

DEVELOPING HOME AND FOREIGN ADVERTISING

Development of home advertising for Missouri daily newspapers; plans for bringing more foreign advertising into Missouri; circulation methods and problems; how to get a just advertising rate, and how to combat the press agent and charity advertising evil will be some of the questions discussed at a conference of the publishers of Missouri daily newspapers, to be held at the University of Missouri during Journalism Week, Wednesday, May 14. A call for such a conference will be issued in a few days signed by E. M. Watson, of the Columbia Tribune, W. J. Hill, of the Hannibal Courier-Post, H. S. Jewell, of the Springfield Leader, L. M. White of the Mexico Ledger, J. W. Johnston, of the Fulton Sun, Hal M. Wise, of the Webb City Sentinel, J. F. Hull, of the Maryville Tribune, and R. W. Mitchell, of the Nevada Post. The publishers of every daily newspaper in the cities of Missouri, outside St. Louis, Kansas City and St. Joseph, will be invited to the conference.

National Printing and Advertising Exposition

Much has already been written as to the great Exposition to open in the Grand Central Palace April 19. It is certain that the aggregation of exhibits connnected with the Exposition will prove of inestimable value to all who find it possible to attend.

VIEW DOWN BROADWAY
From City Hall Park to Bowling Green
Courtesy of Morse King, Publisher, New York

The list of exhibitors given herewith and of the exhibits that are to be presented furnish proof of the wonderful extent of the show and the marvelous interest that must be awakened.

As stated in one of the advertisements, there will be a "magnificent, marvelous multiciplicity of magical modern methods majestically mingled in the magnificent maelstrom of mechanical genius." The working of the great presses; of the up-to-date Linotypes; the mysterious folding machines; of the wonderful monotypes and all other classes of modern machinery, will afford a living, moving show that will be enchanting as well as instructive and entertaining.

In addition, the conventions of the American Newspaper Association and of the Printers' League of America, together with attractive and instructive lectures to be delivered in the Auditorium of the Palace will furnish a complete course of instruction in all lines of newspaper making and printing.

The wonderful showing of the advertising samples and methods will add no small part to the interest and practical value of this occasion.

Among those who are to deliver addresses on this occasion are the leaders of the callings of printing, newspaper making and advertising in the whole nation. Our list of exhibitors and the plat of the floor accompanying the same will enable visitors to readily locate those exhibits in which they are most directly concerned. All that remains now is to go and see and learn.

LIST OF EXHIBITORS
(With Exhibits)

Space 42—Advertisers Paper Mills, 200 Fifth Ave., New York; Paper.
Space 2—Autoplate Co. of America, 1 Madison Ave., New York; Autoplate Machines.
Space A and B, Entrance—Autopress Co., 299 Broadway, New York; Printing Presses.
South half Space 74—The Ashcroft Mfg. Co., 85 Liberty St., New York; Paper Testers.
Space 42—Andrews & Lewerth, 72 Duane St., New York; Pictures and Books.
Space 1—Austrich Arc Lamp Co., 209 W. 38th St., New York; Electric Arc Lamps.
Space T—Cowan Truck Co., Holyoke, Mass.; Trucks.
Space 92—O. R. Carver Co., Philadelphia, Pa.; Die and Embossing Presses.
Space A—The George P. Clark Co., 13 Park Row, New York; Trucks and Casters.
Space 65—A. M. Collins Mfg. Co., Philadelphia, Pa.; Paper.
Space 72—George W. Damon & Sons, 44 Beekman St., New York; Printing Presses.
Space 44—C. H. Dexter & Sons, Windsor Locks, Conn.; Papers.
East half Space 93—Diehl Mfg. Co., 90 Prince St., New York; Electric Motors.
Space 3—Duplex Printing Press Co., Battle Creek, Mich.; Printing and Stereotyping Machinery.
North half Space 14—Duryea Mfg. Co., 69 Wall St., New York; A Type Wash.
Space 99—DeBoise Bresnan Co., 23 Park Row, New York; Automatic Feeder and Electroplater.
Spaces 80 and 81—Dexter Folder Co., 200 Fifth Ave., New York; Cutters, Folders, Bundling Press, Feeding and Sewing Machines.
Engraver & Electrotyper, Chicago, Ill.; A Publication.

THE NEW YORK POST OFFICE BUILDING
Plans are under way to wreck the old structure and convert the entire block into City Hall Park, as it was formerly.
Courtesy of Morse King, Publisher, New York

Space 45—Automatic Press Feeder Co., Transportation Bldg., Chicago; Automatic Feeders.
Space 78—The Ault & Wiborg Co. of New York, 534 Pearl St., New York; Printing Inks.
Space 76—Auto Falcon & Waite Die Press Co., 346 Broadway, New York; Presses.
Space 12—Advertising and Selling, 71 W. 23d St., New York; Publication.
Space 73—American Printer, 25 City Hall Pl., New York; Publication.
Half Space 49—Atlas Transfer Truck, Norwood, Mass.; Trucks.
Space 43—American Automatic Press Co., Hartford, Conn.; Automatic Printing Presses.
Space 90—Boston Wire Stitcher Co., East Greenwich, R. I.; Wire Stitchers.
West half Space 103—A. G. Burton's Son, 118 S. Clinton St., Chicago; Perforating and Numbering Machines.
South half Space 15—E. W. Blatchford Co., 5 Beekman St., New York; Metals.
West half Space 106—The Business Bourse, 261 Broadway, New York; Business Bourse Service.
Space J—Bingham Bros., 406 Pearl St., New York; Printers' Rollers.
Part of Space 15—Economy Engineering Co., Chicago, Ill.; Portable Elevators and Machines.
Spaces 94 and 95—The Editor and Publisher, 13 Park Row, New York; A Publication.
Space 5—The Fourth Estate, Broadway and 59th St., New York; A Publication.
Spaces C and D—Funk Machine Co., 1401 Clinton St., Hoboken, N. J.; Machinery.
Part of Space 14—Charles Francis Press, 30 W. 13th St., New York; Printing.
Space 10—The Graphic Arts Co., Boston, Mass.; American and Foreign Printing.
Space 6—The Globe & Associated Newspapers, New York; Newspaper Exhibit.
Spaces 85 and 87—The Goss Printing Press Co., Chicago, Ill.; Printing Presses.
Space O—Golding Mfg. Co., Franklin, Mass.; Printing Presses.
Part of Space 105—H. Hinze Machinery Co., 154 Nassau St., New York; Printing Presses.
Space 96—Hexagon Tool Co., Buffalo, N. Y.; Composing Room Machinery.
Space 71—Hammermill Paper Co., Erie, Pa.; "Hammermill Bond."

Space 46—Humana Machine Co., Newark, N. J.; Automatic Printing Presses.

Part of Space 105—John Haddon & Co., London, E. C.; The Art Caxton.

Space U—H. C. Hansen Type Foundry Co., 535 Pearl St., New York; Type.

Space 88—Harris Automatic Press Co., Niles, O.; Printing Presses.

Space 47—The Inland Printer, 1729 Tribune Bldg., New York; A Publication.

East half Space 24—Latham Automatic Registering Co., 124 White St., New York; Automatic Registering Press Pads.

Space 75—E. P. Lawson, 70 Duane St., New York; Machinery.

Space W and south half Space V—Latham Machinery Co., 124 White St., New York; Stitchers, Punchers and Perforators.

East half Space 27—Logemann Bros. Co., Milwaukee, Wis.; Baling and Bundling Presses.

Space 25 and half Space 26—Lanston Monotype Machine Co., Philadelphia, Pa.; Monotype Machines.

Space 101—Loring, Coes & Co., 29 Murray St., New York; Cutting Knives.

Space 65—J. E. Linde Paper Co., 84 Beekman St., New York; Papers.

Spaces 22 and 23—Miehle Printing Press & Mfg. Co., 38 Park Row, New York; Printing Presses.

Space 50—Modern Die & Plate Press Mfg. Co., 116 Nassau St., New York; Steel Die and Stamping Machinery.

West half Space 93—The J. L. Morrison Co., 401 Lafayette St., New York; Wire Stitching Machines.

Spaces 82 and 83—Mergenthaler Linotype Co., Tribune Bldg., New York; Linotypes.

Space 28—Master Printer Publishing Co., Philadelphia, Pa.; A Publication.

Space N—Norman T. A. Munder & Co., Baltimore, Md.; Printing.

Space H—Miller Incline Truck Co., 561 W. 57th St., New York; Trucks.

Part of Space 105—Wm. J. Madden Co., 142 Varick St., New York; Candy Privilege.

Space F—National Binding Machine Co., 127 White St., New York; Sealing Machines and Gum Tape System.

Space 9—Newspaperdom Publishing Co., 150 Nassau St., New York; A Publication.

Half of Space 13—N. Y. Revolving Portable Elevator Co., 346 Garfield Ave., Jersey City, N. J.; Portable Elevators.

Space 17—National Printer-Journalist, Chicago, Ill.; A Publication.

Spaces K and L—Frank Nossel, 38 Park Row, New York; Presses.

Bulletin—National Electric Bulletin Corp., 253 Broadway, New York; Printing Machines.

Space 97—Oswego Machine Works, Oswego, N. Y.; Cutting Machines.

Space 73—Oswald Press, 25 City Hall Pl., New York; Printing.

Space 46—Matthias Plum, Newark, N. J.; Automatic Printing Presses.

Spaces C and D—Post Haste Envelope Co., Toronto, Canada; Envelope Machines.

Half of Space 49—H. M. Plimpton Co., Norwood, Mass.; Trucks and Printing.

Part of Space 14—Printing Trade News, 326 W. 41st St., New York; A Publication .

Space 16—Printing Art, Cambridge, Mass.; A Publication.

Space 89—Publishers' Guide, 117 E. 24th St., New York; A Publication.

Bulletin—Phoenix Machine Works, Broadway and 131st St., New York; Printing Machines.

Space 100—The Pacific Printer and Publisher, San Francisco, Cal.; A Publication.

Space G—Phototone Print Works, 91 Crosby St., New York.

Quadri Color Co., 310 E. 23d St., New York; Color Printing.

Space B—J. A. Richards Co., Albion, Mich.; Multiform Machines and Cutouts.

East half Space 103—J. L. Roberts Co., 63 Park Row, New York; A Silk Stitching Machine.

Space 48—James Reilly's Sons Co., 122 Centre St., New York; Electrical Service.

Space 79—Rapid Addressing Machine Co., 374 Broadway, New York; Addressing Machines.

Space 67—John Royle & Son, Paterson, N. J.; Photo Engravers' Machinery.

Space 42—Royal Electrotype Co., Philadelphia, Pa.; Electrotypes.

Part of Space 15—The Standard Scale & Supply Co., 136 W. Broadway, New York; Scales and Machines.

Space 91—Southworth Machine Co., Portland, Me.; Machines.

West half Space 26—T. W. and C. B. Sheridan Co., 56 Duane St., New York; Paper Cutters and Bookbinding Machinery.

Part of Space 13—E. E. Salt, Singer Bldg., New York; Cost Expert.

East half Space 49—Signs of the Times, Cincinnati, O.; A Publication.

Space 102—Sprague Electric Works of G. E. Co., 527 W. 34th St., New York; Electric Motors.

Space 4—Schilling Press, 137 E. 25th St., New York; Printing.

Space 54—The Seymour Co., 245 Seventh Ave., New York; Special Papers.

Space 72—Swink Printing Press Co., Delphos, O.; Printing Presses.

Space 75—Seybold Machine Co., Dayton, O.; Machinery.

Space 8—The Stuyvesant Real Estate Co., Newspapers and Publishers Bldg., New York; Exhibit.

Space 76—Toronto Type Founders Co., Toronto, Canada; Type Founders.

Space 104—John Thomson Press Co., 253 Broadway, New York, Printing Presses.

Space 53—The Typo Mercantile Agency, 160 Broadway, New York, Rating Agency.

Space 52—Ticonderoga Pulp & Paper Co., 200 Fifth Ave., New York; Papers.

Space 42—Taylor-Burt Co., 200 Fifth Ave., New York; Papers.

Space M—Samuel C. Tatum Co., Cincinnati, O.; Paper Punches and Perforators.

Spaces Q and R and Part of Space P—United Printing Machinery Co., Boston, Mass.; Printing Machinery.

Space 16—University Press, Cambridge, Mass.; Printing.

Spaces K and L—Victoria Platen Press Co., 38 Park Row, New York; Platen Presses.

Space 21—Walden Publishing Co., 132 Nassau St., New York; A Publication.

Space 77—F. Wesel Mfg. Co., Brooklyn, N. Y.; Printers', Engravers', Stereotypers' and Electrotypers' Machinery.

Space 98—Wetter Numbering Machine Co., Brooklyn, N. Y.; Numbering Machines.

Spaces 22 and 23—Zeese-Wilkinson Co., 213 E. 24th St., New York; Printing.

Table Space

Table Space—A. B. Conkright, Flatiron Bldg., New York; Illustrators' Exhibit.

Table Space—George McKittrick & Co., 108 Fulton St., New York; Directory of Advertisers.

New School of Journalism, Columbia University, New York; Educational Exhibit.

I. T. U. Commission School, Chicago, Ill.; Educational Exhibit.

Printers' League of America, 75 Fifth Ave., New York; Reception Room.

New York Master Printers' Association, 68 W. 39th St., New York; Reception Room.

Typothetae of the City of New York, 147 Fourth Ave., New York; Reception Room.

Printers' Board of Trade, New York City; Reception Room.

United Typothetae of America and Ben Franklin Clubs (Consolidated); Reception Room.

Sample Card Manufacturers' Association, New York City; Reception Room.

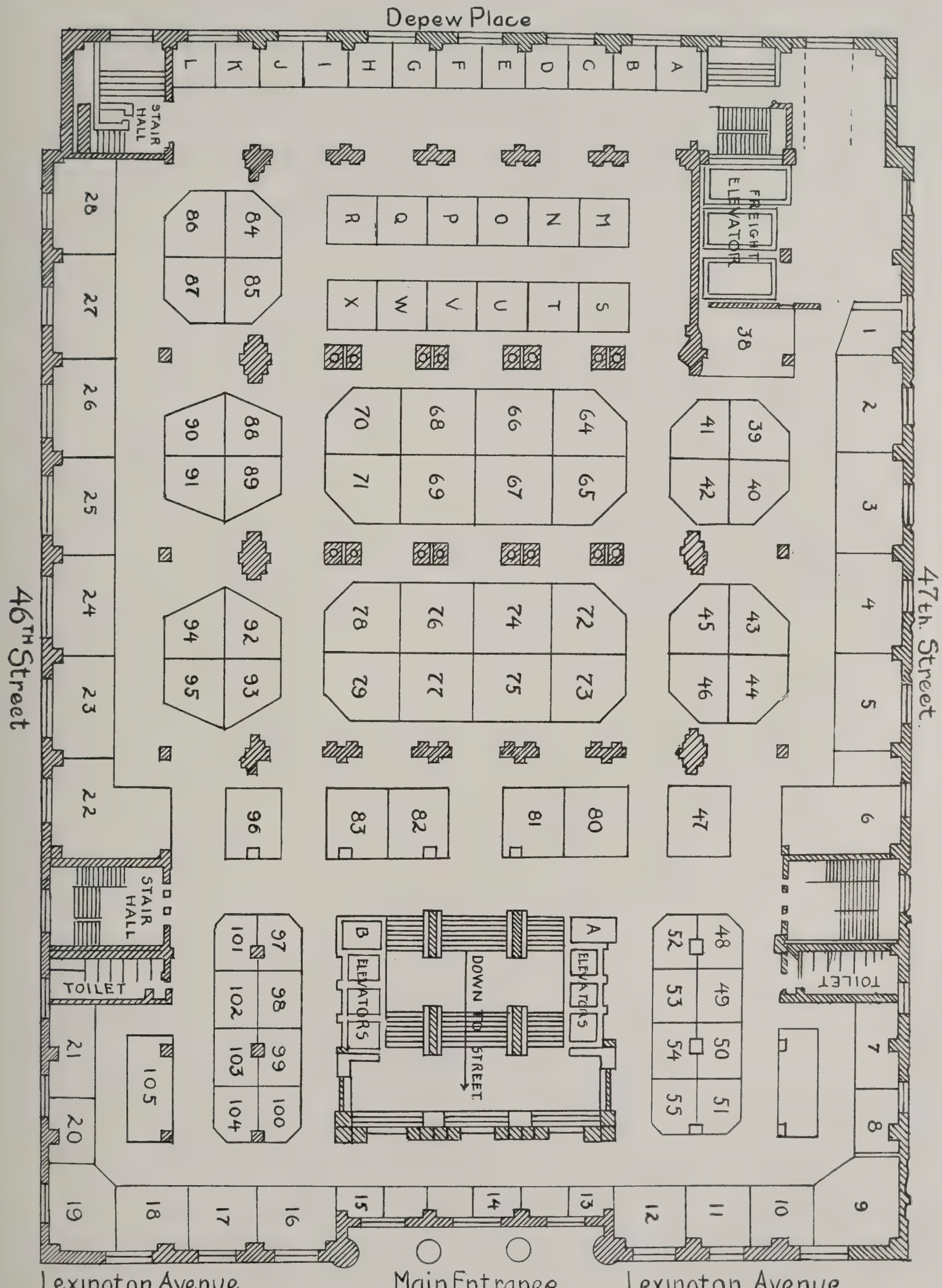
Employing Stereotypers' & Electrotypers' Association of New York; Reception Room.

Photo-Engravers' League of New York, New York City; Reception Room.

International Association of Photo-Engravers, New York City; Reception Room.

Electrotypers' Board of Trade of New York, New York City; Reception Room.

Space 7—Daily Newspaper Association, New York; Newspaper Exhibit.



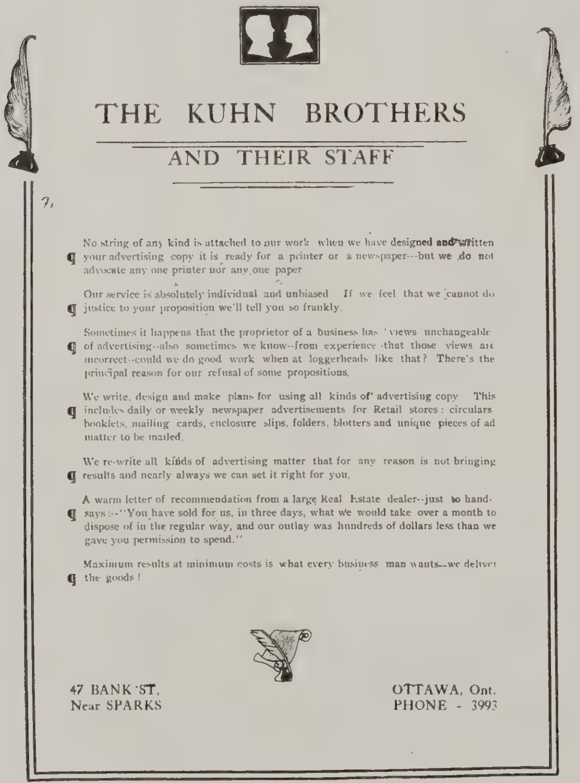
EXPOSITION FLOOR OF GRAND CENTRAL PALACE, NEW YORK, SHOWING POSITION OF EXHIBITS

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, Parrsboro, N. S., Canada.

ON THE BACK OF THE LETTER HEAD

KUHN BROTHERS, Ottawa, Ont., write letters on letter head of linen finish stock, with no printing on the side of the sheet where the writing is done. But the paper is thin, and so the printing on the other side does not pass unnoticed. And this is not ordinary, as this reproduction (1) shows. The rules, ornaments, and paragraph marks are red; the remainder is purple. Note that the paragraph marks are placed in a different way than the usual.


THE KUHN BROTHERS

AND THEIR STAFF

7,

¶ No string of any kind is attached to our work when we have designed and written your advertising copy it is ready for a printer or a newspaper---but we do not advocate any one printer nor any one paper

¶ Our service is absolutely individual and unbiased If we feel that we cannot do justice to your proposition we'll tell you so frankly.

¶ Sometimes it happens that the proprietor of a business has views unchangeable of advertising--also sometimes we know--from experience that those views are incorrect--could we do good work when at loggerheads like that? There's the principal reason for our refusal of some propositions.

¶ We write, design and make plans for using all kinds of advertising copy This includes daily or weekly newspaper advertisements for Retail stores: circulars booklets, mailing cards, enclosure slips, folders, blotters and unique pieces of ad matter to be mailed.

¶ We re-write all kinds of advertising matter that for any reason is not bringing results and nearly always we can set it right for you.

¶ A warm letter of recommendation from a large Real Estate dealer--just to hand-says:--"You have sold for us, in three days, what we would take over a month to dispose of in the regular way, and our outlay was hundreds of dollars less than we gave you permission to spend."

¶ Maximum results at minimum costs is what every business man wants--we deliver the goods!

47 BANK ST,
Near SPARKS

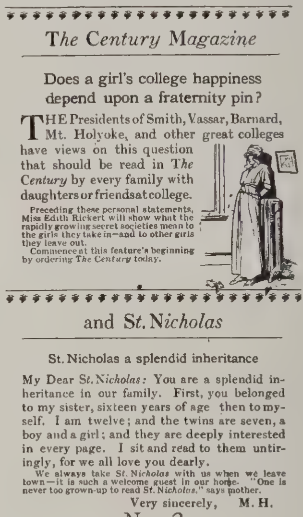
OTTAWA, Ont.
PHONE - 3993

No. 1

* * *

A JOB SPOILED BY FREAKISHNESS

Sometimes even the freakish is allowable in typography, when it is artistic. But surely there is no excuse for the use of Roman caps and Italic lower-case in nearly all the many places where the words "The Century" and "St. Nicholas" appear on a ten-page folder issued by the publishers of these two high-class magazines. It is a crime against the wandering spirit of Wynken du Werde. On this page (2) there is a heading in which "St. Nicholas" appears without the Italic, but that is presumably because the antique has no italic. Hence another lack of harmony. Wrong-font freakishness is usually to be deplored, though the italic capital with Roman lower-case is less objectionable.


The Century Magazine

Does a girl's college happiness depend upon a fraternity pin?

THE Presidents of Smith, Vassar, Barnard, Mt. Holyoke, and other great colleges have views on this question that should be read in *The Century* by every family with daughters or friends at college.

Preceding these personal statements, Miss Edith Rickert will show what the rapidly growing secret societies mean to the girls they take in—and to other girls they leave out.

Commence at this feature's beginning by ordering *The Century* today.

and St. *Nicholas*

St. Nicholas a splendid inheritance

My Dear St. *Nicholas*: You are a splendid inheritance in our family. First, you belonged to my sister, sixteen years of age then to myself. I am twelve; and the twins are seven, a boy and a girl; and they are deeply interested in every page. I sit and read to them untiringly, for we all love you dearly.

We always take St. *Nicholas* with us when we leave town—it is such a welcome guest in our home. "One is never too grown-up to read St. *Nicholas*," says mother.

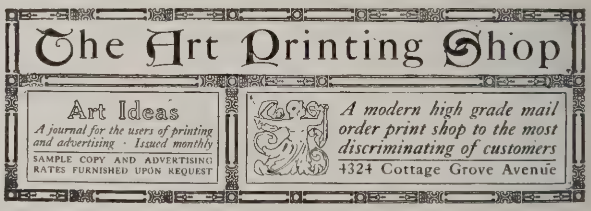
Very sincerely, M. H.

No. 2

* * *

ADVERTISING THE HOUSE ORGAN

Here (3) is how a printing office advertises its house-organ on its letter head. The ornamental border panels have an orange border. The rules, ornamental design and initials are brown; the remainder is black. The name of the firm is on a yellow background.


The Art Printing Shop

Art Ideas
A journal for the users of printing and advertising · Issued monthly
SAMPLE COPY AND ADVERTISING RATES FURNISHED UPON REQUEST

A modern high grade mail order print shop to the most discriminating of customers
4324 Cottage Grove Avenue

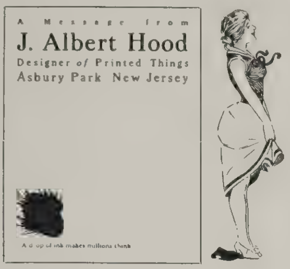
¶ Chicago

No. 3

* * *

FROM ASBURY PARK

I have received a good letter from J. Albert Hood, of Asbury Park, N. J., which is enclosed in the envelope herewith reproduced (4). The rule is green, the girl is golden, and the remainder is black, all but the drop of ink, and that is red, which is appropriate enough for a color-printer or one who writes with his heart's blood, even if not for a newspaper. The disposition of the white space is attractive; so is the girl, who appears also to have an attractive disposition. But this is not the season for the bathing girl, even at Asbury Park.



A Message from
J. Albert Hood
Designer of Printed Things
Asbury Park New Jersey

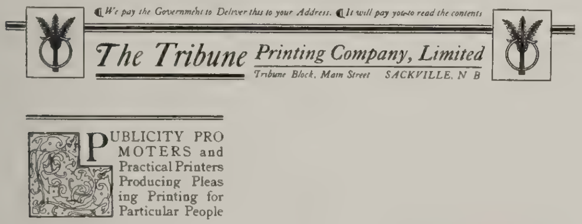
A drop of ink makes millions think

No. 4

✣ ✣ ✣

GOOD WORK IN A COLLEGE TOWN

The Tribune Printing Company, Limited, of Sackville, N. B., is in a town where there is a university, a ladies' college, a male academy, and other high-class educational institutions that demand high-class printing. The Tribune has lately turned out work for both the institutions and the students that is deserving of the highest praise. The invitations, programs, etc., lately designed and printed for some of the students' entertainments by this establishment are very tasteful. A program for such a classic production as the play, "She Stoops to Conquer," by the students, justifies study and time in the design, for it will long be preserved. Such a program, with the imprint "Tribune Presses," has lately been printed on one of these presses, and constitutes a standing advertisement for the printery, of which C. C. Avard, a graduate of the university, is manager. It is in aluminum ink and black and bronze on dragon-blood deckeled-edge cover stock, with a rough but hard surface, which takes the white ink and the sizing so well that though much of the matter is 6-point (albeit of a strong face) it is very legible. Many a program of this nature that is sent to this office is printed on camel's-hair or porous stock, and that makes them, if not exactly an eyesore, a provocation of eyestrain. An outline Old English, such as this printshop uses on its programs, is pleasing, especially on white stock. Here (5) is an envelope design by the firm. It would seem that the ornament in the left-hand panel would be hidden by the stamp, but the effect would still be good. The rules in the upper part of the job (with the exception of those of the panel) are rose lake, as are the paragraph marks; the remainder is black. There is as much alliteration as in "The Witch of Wizandry," but there is a sort of wizandry in the wording and the design. The omission of hyphens is a freak of the square style of modern typography, which I do not particularly care for when words are made from syllables, as in "Pleasing," but the general effect is so pleasing that the advertisement presents publicity-pulling pleas.



¶ We pay the Government to Deliver this to your Address. ¶ It will pay you to read the contents

The Tribune Printing Company, Limited
Tribune Block, Main Street SACKVILLE, N B

PUBLICITY PRO
MOTERS and
Practical Printers
Producing Pleas
ing Printing for
Particular People

No. 5

✣ ✣ ✣

A "COST SYSTEM" PAPER

The Ben Franklin Witness is the name of a four-page six-by-nine paper with the laudable ambition to help printers to have a modern cost system. And "the word printers," says the Witness, "is meant to cover all branches of the allied trades." This bright paper is published by the Cincinnati Ben Franklin Club. One number is called "Volume Number," but its leading article is entitled "Volume Doesn't Count." Then there is a "Club Work Number," a "Surprise Number," a "Business Number," and a "Success Number." These are very appropriately named, the "Surprise Number" (which has eight pages) being especially so. The last paragraph in the article, "When the Surprise Comes," is as follows: "Printers will have to become accustomed to surprises as to costs, and while the first shock is startling, it awakens the intellect and helps to put you on the road to real progress and profits."

ADVENTURES OF HANK SLUGGS, PRINTER.

JONES PAPER CO.

Hank Springs a Surprise.

No, dear Reader, this is not a riot. Hank Sluggs has merely discounted a bill, and the office force at the supply house greet the event with considerable astonishment.

No. 6

One of the pleasing features of the paper is a series of cartoons entitled "Adventures of Hank Sluggs, Printer." One of these is shown as No. 6. These pictures appear in the first column of the first page. A paper firm runs a display ad with this remark: "Hank Sluggs has reformed and now uses our papers. All are designed to be an aid to the cost finding printer." A firm advertises their rollers in an ad which begins: "With a cost system in your plant and our rollers on your presses you have two most important factors of success." Such advertising as this in such a paper is worth the trouble of writing.

There is a human interest in the series of "High Lights from Printers' Lives," in the "pure reading" columns of the paper. I should like to see originated some better term for what is known as "pure reading," now that the "blind ad" has deservedly lost its popularity, and most advertisements in reputable papers are as absolutely pure as a much-advertised brand of baking powder. Here is a specimen "High Light:"

1—Johann Gutenberg

In 1427 the inventor of printing was sued for breach of promise. In 1425 he borrowed some money, with Andrew Dritzhen as security. In 1440 he mortgaged his house property to raise 80 livres. In 1442 Martin Brether loaned him some money. In 1446 Arnold Gelthus loaned him 100 guilders. Then he took a partner and got into difficulties. After that he borrowed 800 guilders from Johann Fust, giving a mortgage on his printing plant; later he borrowed another 800 guilders . In 1455 Fust foreclosed the mortgage on the plant, and on February 2, 1468, Gutenberg died, poor, and almost friendless, after laying the foundations of an art which was soon to dominate the world.

Ever since Gutenberg's day printers have been following the same financial methods. Isn't it about time we faced about, and, by following the Ben Franklin Club's advice, got into a different class?

Ben Franklin, printer and practical economist, would have enjoyed the Ben Franklin Witness.

The Byron of the Birds

I have known (as have you all) that Friend Copper of newspaper criticism fame was a gifted and graceful prose writer, but was unaware that he wooed the poetic muse — though I might have "suspicioned" so. Beneath the address on a wrapper containing the poem "Feathered Friends of Childhood," by O. Byron Copper (there! I did not appreciate before that he had to be a poet, with that name), are the lines, thus displayed:

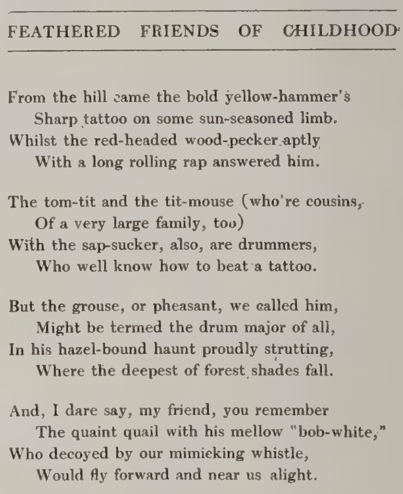
As a courtesy;
but not for criticism,
because it won't stand that.

But I cannot forbear to tell of the pleasure this poem gave me as it was "done into a booklet at the Argus Press, De Soto, Wis., on Friday, May 13, and dedicated to my father and sister, who with me have studied the native birds of Wsiconsin." And such a list! — blackbird ("Goggle-lee! is the song that he sings"); the fleet humming bird; "the little tip-up snipe" which I know by a ruder name; mocking-bird, meadow-lark, "dark-crested peewee," kingfisher, bobolink, cuckoo, red-throated warbler, swamp-robin, chipburr, cheewink, bluebird, bluejay, king bird, robin, oriole, indigo bird, wren, catbird, "the brave English sparrow" (which, however, even the poet "witnessed with sorrow, since our song-birds to him must give way,") yellowhammer, tomtit, titmouse, grouse, quail, chippie, dirtbird, cow blackbird, canary, chickadee, tame-pigeon, hawk, crow, and the birds mentioned in the last verses, which show, too, that the fisher has had success in his fishing:

And at last when Apollo is driving
His bright chariot low in the west,
And Minerva's old favorite's planning
On deserting his day-haunted nest;

When the fisher has set his face homeward,
And goes tripping up brake-bounded hill,
The one friend left to bid him good-evening
Is the night-hawk, or lorn whip-poor-will.

One of the pages, (No. 7), is reproduced, both to give you some more of the poem, and to show the neatness of the pages, which have an upper margin of three-quarters of an inch, and a lower margin twice as deep.



FEATHERED FRIENDS OF CHILDHOOD

From the hill came the bold yellow-hammer's
Sharp tattoo on some sun-seasoned limb.
Whilst the red-headed wood-pecker aptly
With a long rolling rap answered him.

The tom-tit and the tit-mouse (who're cousins,
Of a very large family, too)
With the sap-sucker, also, are drummers,
Who well know how to beat a tattoo.

But the grouse, or pheasant, we called him,
Might be termed the drum major of all,
In his hazel-bound haunt proudly strutting,
Where the deepest of forest shades fall.

And, I dare say, my friend, you remember
The quaint quail with his mellow "bob-white,"
Who decoyed by our mimicking whistle,
Would fly forward and near us alight.

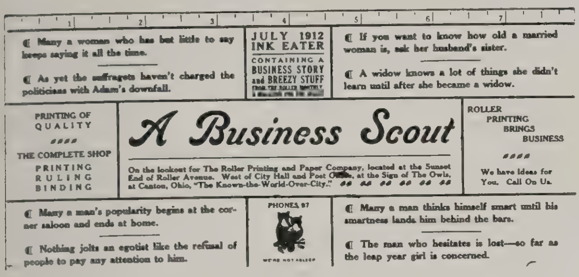
No. 7

I think all who have been printers in the country are lovers of nature; and many of them have put their wood-lore into verse. This poem mentions more birds than any I ever read; and it shows an intimate acquaintance with these birds in their native haunts. I too am a lover of the woods and so of the birds; am well acquainted with many of those whose ways are told in Copper's song, although there are others I have never heard, or know by other names; and I have written verses in their praise.

Many of the best disciples of the Isaak who spelt his name with a "K" have been the best whippers of streams I ever knew, and much of the charm of a fishing trip is lost without the charm of the birds that Mr. Copper has caught in his song.

The Ink Eater and Others

The Roller Printing and Paper Company, of Canton, Ohio, are original advertisers; there can be no doubt of that in your mind if ever you have seen their Roller Monthly. Here (8 a and b) are two of their printing-advertising stunts that are all a little bit different from the ordinary; and each of them are a good big bit different. It is quite pleasing to give to the monthly edition of a blotter the name of Ink Eater. The happiness displayed in selecting this name will be rewarded. Undoubtedly many questions such as "Is this month's Ink Eater out yet?" will be heard in many offices, and this will advertise the Roller concern to people who have always heard of them and people who have never heard of them. And do not think for an instant that there is not a great deal in advertising to people who have heard of you before. They may have heard of you — but do they think of you? And do they think of you with a smile on their lips, as does the recipient of the Ink Eater — and that smile one with you, not at you?



¶ Many a woman who has but little to say keeps saying it all the time.

¶ As yet the suffragets haven't charged the politicians with Adam's downfall.

JULY 1912
INK EATER
CONTAINING A
BUSINESS STORY
and BREEZY STUFF

¶ If you want to know how old a married woman is, ask her husband's sister.

¶ A widow knows a lot of things she didn't learn until after she became a widow.

PRINTING OF
QUALITY

THE COMPLETE SHOP
PRINTING
RULING
BINDING

A Business Scout

On the lookout for The Roller Printing and Paper Company, located at the Sunset End of Roller Avenue. West of City Hall and Post Office, at the Sign of The Owls, at Canton, Ohio, "The Known-the-World-Over-City."

ROLLER
PRINTING
BRINGS
BUSINESS

We have Ideas for You. Call On Us.

¶ Many a man's popularity begins at the corner saloon and ends at home.

¶ Nothing jolts an egotist like the refusal of people to pay any attention to him.

PHONES 87

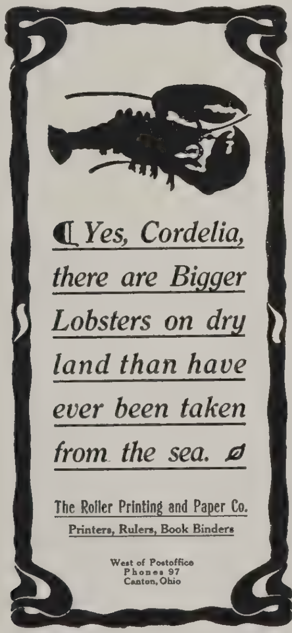
WE'RE NOT ASLEEP

¶ Many a man thinks himself smart until his smartness lands him behind the bars.

¶ The man who hesitates is lost—so far as the leap year girl is concerned.

No. 8a.

The Ink Eater has the seven-inch rule and the other rule-work, and the words "A Business Scout" in red; — the remainder in blue. And it is red and blue that does not clash, as do these colors so frequently when used together. No. 8 b is a slip on gray cover stock, in black and red, the lobster and the border are red, outlined in black, and are surely harmonious, there being something very lobster-clawy about the border. Such things as this might be considered poor advertising by many, but is an example of good printing, and such is always a good printing advertisement. And they are kept, and they are not merely hung on Memory's wall, where they are seen dimly but once in a while, but on the wall of many an office, and on desks where their little jokes or bits of wisdom often furnish a momentary relaxation from the serious thinking that has to be done in most offices these days.



¶ *Yes, Cordelia, there are Bigger Lobsters on dry land than have ever been taken from the sea.*

The Roller Printing and Paper Co.
Printers, Rulers, Book Binders

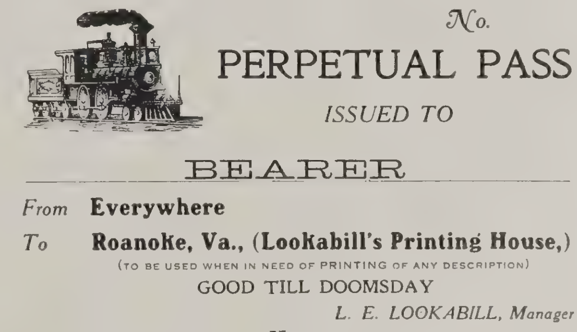
West of Postoffice
Phones 97
Canton, Ohio

No. 8b

The following refers to the persiflage I indulged in a good while ago, while commenting on a number of the bright flyers sent me from Lookabill's Printing House, Roanoke, Va.:

> Dear Mr. Woodworth: Thank you for the "bouquets" which you so liberally distributed through the columns of the National Printer-Journalist." They will help some.
>
> Your thoughts in passing are "out of the rut"—to say the least. When I would enter the orders (all in 5,000 runs) for these little "slips," the job ticket envelope simply called for "flyers"—in every instance. I did not realize that they would ever be noted as "jiggers," "spankers," and "drivers." Ha! Ha!
>
> What you think of the "Perpetual Pass"? We have results from it.
>
> With regards,
>
> Roanoke, Va. L. E. LOOKABILL.

The pass (9) is one of those things that are certainly appreciated by the public, and that are passed around for inspection. And no doubt if definite results can be traced to such an ad, it has done and will do much more for the printing house.



No.

PERPETUAL PASS

ISSUED TO

BEARER

From **Everywhere**

To **Roanoke, Va., (Lookabill's Printing House,)**

(TO BE USED WHEN IN NEED OF PRINTING OF ANY DESCRIPTION)

GOOD TILL DOOMSDAY

L. E. LOOKABILL, Manager

No. 9

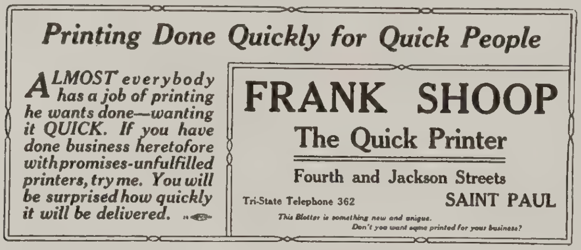
Strange the affection railroads have for the cuts with old smokestacks, is it not? Same way with steamers; some of the most up-to-date lines use cuts of side-wheelers in their ads and on their printed matter. So Mr. Lookabill's job doubtless looks like a pass used in his vicinity, even by a modern railroad.

Since writing the above, I hear that Mr. Lookabill is being mentioned for the important office of fourth assistant postmaster general. Brightness and alertness such as Mr. Lookabill has displayed in his printing advertising, should be good qualifications for this position, and Mr. Lookabill has many more.

A Country Office's Color Triumph

The Post of Princeton, Missouri, sends me a circular 14x4 inches, which contains three humorous cuts colored after the style of such popular papers as the Chicago Blade and Ledger. The printing is in yellow, red and blue — all the primary colors in their primary loudness — but nevertheless there is something wonderfully attractive about this job. And the wording is distinctly clever, and I feel sure good money was made out of this circular which must have taken considerable time, for it was "designed, plates made, and printed in this office. Do you know of another country office that can do it?" The artist is quite as good as any the Blade or Ledger employ.

Frank Shoop, of St. Paul, Minn., talks quickness on a blotter (10) that can be read quickly, on stock to which attention is evidently called in the line, "This blotter is something new and unique." It is a blotter soft on both sides which does not soak through so as to spoil the reading. This fact might be brought out more clearly on the blotter. Perhaps I do too much coining of hyphenated adjectives myself, but "promises-unfulfilled printers" is an expression, which could probably be much improved.



Printing Done Quickly for Quick People

ALMOST everybody has a job of printing he wants done—wanting it QUICK. If you have done business heretofore with promises-unfulfilled printers, try me. You will be surprised how quickly it will be delivered.

FRANK SHOOP

The Quick Printer

Fourth and Jackson Streets

Tri-State Telephone 362 SAINT PAUL

This Blotter is something new and unique.
Don't you want some printed for your business?

No. 10

Arguments for Home Printing

The Recordette, the bright house-organ issued by the Canon City, Colo., Record, contains some particularly pointed paragraphs, and none more so than the ones which show the foolishness of sending out of town for printing. These money paragraphs should prove suggestive to other printers who are up against outside competition:

> The very best town booster Canon City has — no need to mention his name — got his hat cleaned and pressed one day last week by an out-of-town man. He didn't know anybody in Canon City was prepared to do that sort of work. The business isn't advertised.
>
> ---
>
> The printing business is principally a labor proposition. Practically every dollar you pay for a job is paid out for labor. The money you pay for your printing gets back on Main Street, almost before your check is cleared at the bank. It is false economy to send any printing money out of your town.
>
> ---
>
> A Canon business man paid a Denver firm $100 for printing a job the other day, because a smooth salesman talked him into the job. The Record's price for that particular job would have been exactly $30. Unfortunately The Record has no "smooth salesman." We charge only for the printing.
>
> ---
>
> Hodgin & Sharman got a job of letter head embossing done in Denver the other day. They say they didn't know we handled that sort of thing until they read the last Recordette. They were not to blame for not knowing. It was our own fault. We had not advertised the fact sufficiently. Perhaps people are sending away from town for something you sell because you haven't advertised enough.
>
> ---
>
> The Record job plant is as perfect as money can make it. It prints anything from a business card to a 500 page book as well and cheaper than it can be done in Denver.

Some advertisers would not mention the name "Denver" at all, but would simply have the phrase read "than it could be done outside." Perhaps they are right; but such a broad statement is seldom convincing. "Denver" is more definite, and probably everybody in Canon City knows just where the competition comes from.

Here is another Recordette suggestion:

> When a new resident comes to town, Mr. Business Man, advise him at once to subscribe for The Daily Record. Thus he will become a new reader of your ad, and The Record will help keep him in Canon City, so that you will have a constant customer.

That is a good item. It is a good suggestion for the business man, and it is a good ad for the paper. It should be a benefit to all concerned, including the new resident and the city.

✣ ✣ ✣

A NOVEL ORGANIZATION

In this day of advancement one scarcely has time to recover from one surprise before he meets another. Perhaps one of the most surprising sensations are those which result when the evolution has developed from the simplest causes, often resulting from some such typical exclamation as, "Why didn't I think of that?"

Many a writer, editor, publisher and business manager has had occasion to carry on some research work, and how toilsome has been the process, often, because of a lack of sources, resulting in an unsatisfactory and perhaps unreliable conclusion.

Thus was The Business Bourse evolved. It had been realized that countless gropings in the dark were going on. Questions of the most vital import were being asked of those from whom reliable information was thought to be obtainable. Error often resulted.

The Business Bourse, international in scope, and incorporated, makes its pursuit that of selling information, of an absolutely dependable character. The main offices are at 260-261 Broadway, New York, N. Y.

The basis of The Bourse's reports is inter-investigation, consensus of opinion — the assembly and analysis of the experiences and practices of many firms and constructive suggestions by a special staff.

The Bourse is constantly engaged in study and investigation of methods, mediums, devices and systems, getting confidential opinions and reports of results from clients, as well as sifting and experimenting through its own staff.

For the convenience of clients it permits responsible concerns to register at The Bourse, keep literature on file, and to put their goods under test in The Bourse laboratory.

The Bourse has no monetary interest, directly or indirectly, in anything it recommends or reports upon. Its interest is purely scientific and analytical, for the benefit of its clients, who pay for all services rendered.

By this plan of operation The Bourse is earning, and maintains, the confidence of the principal executives of the country's livest business concerns, because of the money, time and energy it has saved and the efficient counsel it has provided through the peculiar and fortunate central position it occupies, and the data and staff it has assembled.

The Bourse is acknowledged to have the most complete data in existence on a wide variety of business subjects. It has spent thousands of dollars in the past four years developing its files and its sources of information.

Special researches and commissions for securing difficult information are being undertaken constantly by The Bourse with considerable profit and success.

On The Bourse staff are a group of specialists who are acknowledged to be first authorities in their respective lines. The most efficient and progressive firms in the country are in the habit of paying these men fees for consultations and special personal opinions and examinations on various subjects. The Bourse does not install systems and accepts no commission on anything recommended; its work is purely analytical and professional.

On business efficiency and scientific management in the office, H. S. McCormack, president of The Bourse, and an international authority on the subject, is counsel.

On the subjects of sales and advertising, J. George Frederick, vice-president of The Bourse, formerly editor of Printers' Ink, and previously thoroughly trained in selling goods on the road, also with department store, advertising agency and publishing experience—is counsel.

Other able men are counsel on financial, accounting and special subjects.

CUTS THAT INFLUENCE AND ADVERTISING NERVE

A. Hoyt Levy, in years past, furnished many illustrations for the National Printer-Journalist. It is now A. Hoyt Levy & Co., 239 Broadway, New York City. The business carried on is that of furnishing advertising advice, cuts and designs. Some of the illustrations contained in a recent pamphlet were so pointedly impressive that we wrote for a couple of samples in order to enforce upon our readers as to how attention-attracting and telling advertisements could be made by appropriate illustrations. A little vest pocket booklet, illustrates how Mr. Coldfeet feared a plunge in the ocean and shivered on the shore after merely putting his foot in the water, while Mr. Nerve plunged into the surf and after a glorious swim, came out invigorated, his nerves tingling and his body aglow with the warmth of health.

The "paraphrase" enforces a moral for timid advertisers who are well known to all publishers and printers:

"People often call on us, fully convinced that 'it pays to advertise.' We offer them sound advice based upon our experience. They admit the logic of our advice, 'but,' they say, 'we want to feel our way first — we'll just try it out on a small scale and if it works all right, we'll go in stronger.' They place one or two inconspicuous ads, send out a circular or two, find the returns apparently poor, get 'cold feet'— and quit.

"And then they wonder why another fellow, with the same sort of a proposition, makes good from the very start.

"The answer is easy:— The other fellow is Mr. Nerve."

FIFTEEN YEARS' STUDY OF MAGAZINE PROVES ITS WORTH

Royal B. Child, Practical Newspaper Man and Artistic Printer

Orlando, Fla. March 3, 1913.

Mr. B. B. Herbert,
Chicago, Ill.

Dear Sir: Enclosed please find check for $2.00 in answer to the summons recently sent out.

I don't believe I could pay your journal a higher compliment than this, for I believe this makes the fifteenth contribution of a like nature that I have sent your way, and fifteen years of regular reading and study of a magazine means more than mere words in speaking of the regard in which you hold it.

Many more years of the success in doing good to the publishers and printers, that you have had in the past is my wish for your future.

Yours truly,
ROYAL B. CHILD.

* * *

"The new leaders in journalism will be worthy successors to Dana and Greeley, Kendall and Prentice, Grady and Watterson," said Dean Walter Williams of the School of Journalism of the University of Missouri, in an address at the University of Texas. "Personality, trained, equipped, experienced, is now, will ever be, dominant in journalism. That journalism has become impersonal is frequently said in way of belittling comment. Journalism is less personal in the sense that it has become co-operative rather than individual. How much, it may be asked, does it differ here from the changed conditions in other callings. The successful practice of journalism demands now more than ever before trained personality and to such brings its highest reward. Journalism, the journalism that is worth while, is personal journalism. 'Whenever in the newspaper profession,' wrote Charles A. Dana in the New York Sun, 'a man rises up who is original, strong, and bold enough to make his opinions a matter of consequence to the public, there will be personal journalism; and whenever newspapers are conducted only by commonplace individuals, whose views are of no consequence to anybody, there will be impersonal journalism.' "

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

HOW TO ESTIMATE ON PRINTING

As long as printers are compelled to make estimates and give figures on printing, there can be nothing more necessary to success in the art than that of proper estimating. In view of these facts the Oswald Publishing Company, of New York, have wisely issued a book bearing the above title. The work is by Harry M. Basford, who is well known to the readers of our paper as having conducted one of our departments. He is a practical estimate man, and learned his lesson by actual experience at the estimator's desk. The need of such a book has been made more apparent of late years through the introduction of cost-finding and other innovations in the business practice of printing offices.

The work is not only intended for the estimate man in large offices, but just as much for the employing printers in the smaller sized shops and for superintendents, foremen, journeymen and all the men in the business office who may not have a technical knowledge of the trade.

The following titles of the twelve chapters sufficiently indicate the wide and useful scope of the book: What Is an Estimate; Theoretical and Actual Cost; Profits from Printing; Estimating on Stock; Estimating Composition; Costs in the Pressroom; Costs in the Bindery; Miscellaneous Items of Cost; Advice for Young Estimators; Estimator and Salesman; Forget-me-nots for Estimators; Tools and Tables.

The above topics have been assembled and discussed in a business-like manner without waste of words. An estimate form is inserted in the front of the book, and it would be well for users of the work that this estimate blank should correspond with the cost-finding system in use in the plant.

The author has kept in mind throughout the book the matter of cost and has endeavored to tell how to estimate on a job so that a price above cost may be secured, yet one not so high as to lose the order. It will be found a useful book and we hope, at an early date, to give a more extended review of the same.

✤ ✤ ✤

To anyone who has a large quantity of Gordon presswork, an examination of the Kirkman Automatic Press Feeder should be interesting.

The firm has made the following proposition as an inducement for printers to "prove their puddin'": "We'll put a Kirkman Automatic Feeder in your plant—let you use it for a long enough time to compare quantity, quality and cost of work it does with work you've been doing—then, if you're not satisfied with the 'Kirkman' and the profit it makes you, say so and we'll take the feeder away and the trial won't cost you a cent."

These are talking points advanced by salesmen of the Kirkman Feeder: "It gives perfect register; the platen is stationary; it handles French folio or heavy ledger; gives continual feed; all parts are interchangeable."

✤ ✤ ✤

"The ideas contained herein have helped others, they may help you," are the words appearing upon the cover of a paper-bound booklet recently issued by the Keystone Type Foundry. Much of the information contained within the pages was admittedly obtained from numerous sources, and it embraces everything that can be stated briefly concerning many subjects of interest to anyone in the printing "game."

An enumeration of a few of the paragraph-headings will convey an idea of the practical usefulness of the booklet: "How to Estimate Body Type"; "How to Order Sorts"; "Number of Ems in One Pound of Type"; "Joining Brass Rule"; "Imposition of Forms"; "To Emboss Without Cracking"; "For Cleaning Halftones," etc., etc.

The booklet has been distributed gratuitously and the publishers very naturally have embraced the opportunity of saying something about "Nickel-Alloy, Universal Line Type," and other printing material.

Mr. C. W. Smith, superintendent of printing, and compiler of the information, has made the following observations in presenting the booklet:

"I have worked alongside of men who seemed perfectly content and happy because they had a steady job and plodded along doing just what was necessary to "hold down" their jobs. If still alive, they are probably working in the same old rut because they hadn't ambition or enthusiasm enough to better themselves.

"There were others, however, and you are doubtless one of them, who used their brains along with their hands in increasing their efficiency and, as time went on, added to their wages and advanced out of the ranks to places of responsibility. Some own plants of their own and their names are known wherever printing is done.

"It has been my experience that a man must educate himself. Books and instructors, however, are necessary helpers. We all have something to learn, even about our own business; therefore, it is well to keep in touch with the other fellow, so that, if in a position of authority, you can give to your men the benefit of any knowledge that would increase their efficiency, and thereby better your output and your position.

"In compiling this booklet much care was taken to insert only ideas that had been used successfully under my direction or that had come from reliable sources, but knowing that you are practical and probably meet with troubles and remedies that never come under my observation, I would be glad to have anything additional you can send me that would make it better. Any such information is good enough for the craft and will tend to make your position and mine proportionately better. I aim to make this booklet a "clearing house" for practical information and ideas which ordinarily are not found in print—the good "stunts" and "short cuts" used by "live ones." I shall be pleased to send any additional books you may desire for your workmen.

✤ ✤ ✤

One of the most interesting exhibits at the National Printing and Advertising Exposition in New York is to be that of a large size steel die and plate stamping press.

To the first observer, the machine, when in operation, excites awe and wonder. It greatly surpasses the ordinary hand plate stamping press in excellence and quantity of output and exhibits a certain dexterity of movement, which, though resembling the human, compels greater admiration, perhaps because of the preciseness of action.

As one faces the press, he observes the slow, quiet revolution of the mechanism, the merciless crunching of the pitiless jaws, with a "squeeze" so powerful that every line and scratch in the plate appears distinctly. The impression trip is interesting. It is located in front and a little to the right of the operator, and responds instantly, leaving the rest of the machine in operation. The wiping apparatus, which may be seen from the rear of the machine, is effective and human-like in its work.

This "Modern Die and Plate Press" is made in Belleville, Ill.—a town which the press will probably place on the map.

* * *

If a hundred per cent saving can be made by the installation of a machine most people who come under the classification of business men would not hesitate long in making the decision which would result in so happy a culmination. The New York Machinery Company claims that electrotypers will save more than 100 per cent by installing their Improved Wet Black-Leading Process Machine, and the warm endorsements by present users of the invention certainly bear out all the claims made for it.

The machine is simple in construction and operation, and yet by its use an electrotyper can prepare three hundred or more cases a day. No coating of cases is required, which means a saving of bluestone and iron filings.

Plumbing bills, often resulting from clogged sewers, are said to be practically eliminated and repair expense becomes only a memory — a black nightmare — after the Improved Wet Black-Leading Process is made a part of the enterprising electrotyper's outfit. The address of the firm is 101 Beekman street, New York, N. Y.

* * *

The Wetter Numbering Machine Company will have a very interesting exhibit in Space 98 at the National Printing and Advertising Exhibition, held in New York, April 19 to 26, 1913, in the Grand Central Palace, and in addition to showing a full line of regular type-high numbering machines, they will also exhibit several different styles of special machines for rotary printing presses.

These will be in operation; something that has never been attempted before, and will afford many printers an opportunity never before offered in this line.

Many concerns no doubt would be interested in this particular style of machinery.

Another interesting part of the exhibit will be a special apparatus for use on the ordinary type-high platen press for numbering trading stamps, coupons, etc.

This particular apparatus prints one hundred sets of numbers at each impression, all locked in one chase, with mechanism at two corners for operating all of the machines, that permits of making many different combinations of numbering.

This concern will also exhibit a machine that prints figures without the word "No." or other mark to precede it. This is the only machine of this kind that is made in the world, and we understand is used by the government printing office at Washington, the Australian government printing office, and the Manila government printing office at Manila, P. I.

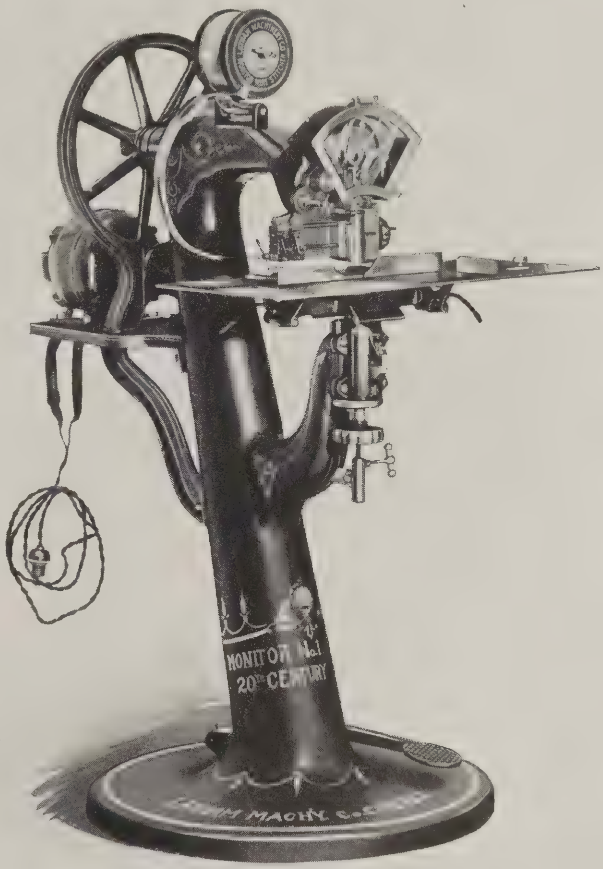
Another feature that will no doubt interest many printers will be a chase with a special "lock-up" for numbering machines and electrotypes, where the chases are used upside-down in the fast running presses, insuring against the numbering machines or electrotypes falling out of the chase.

We are sure that this particular exhibit will be of much interest not only to the printers who are now using numbering machines, but also to printers who have never taken up this line of work.

* * *

A fact of no small significance has been forcibly brought to light by the introduction of the late style stitcher, built by the Latham Machinery Company, which has met with much success since they put it on the market about six months ago.

This company advertises the fact that the improvements on their stitchers, while necessarily worked out in their own factory, and by their own experts, were largely suggested by their many friends throughout the United States.



It is very pleasing to see the printing and bookbinding trades are benefiting themselves as well as the manufacturer by making suggestions which improve their machines. There ought to be more of this done.

Latham's Latest Style Monitor Stitchers embrace the following improvements:

A positive feed, which feeds the wire straight and evenly, and does not scrape or kink it; a short stroke

CAN YOU SELL ADVERTISING NOVELTIES? Our line is the largest and most complete of its kind in the United States. We have an excellent side line proposition for printers. All your illustrated circulars will carry your imprint. Address for full particulars
E. W. FRENCH CO., 10,000 "Ad" Novelties, 1 BEEKMAN ST., NEW YORK

cut-off only traveling 3-16 inch; a solid heavy former and driver, and an enclosed supporter.

The Latham Machinery Company have worked out these improvements in their stitcher in a very clever way and not only a great many of the new concerns using the Monitor Stitcher for the first time, but principally the older concerns who have used Monitor machines for twenty years, go so far as to state that the Improved Monitor Stitcher is not only the best that the Latham Machinery Company ever made, but the best wire stitcher they have ever used.

The Monitor Stitcher has always been a leader in the stitcher field and has always given good satisfactoin. The late style Monitors are said to be giving as near perfect stitcher satisfaction as possible.

* * *

We call our readers attention to page — on which you will find the ad of John Haddon & Co., London, represented in this country by H. Hinze, Tribune Building, New York. While the former ads contained description of the high-grade platen press, "The Art Caxton," Mr. Hinze is now ready to introduce the Haddon Safety Platen, a press which will be well appreciated by each printer. Several of these machines have been sold already in this country and are giving great satisfaction to the trade, besides we beg to announce that Mr. Hinze will have a full line of these machines on exhibition during the month of April, during the National Printers' Machinery Show.

* * *

A handsome six page circular is being sent out by The Mergenthaler Linotype Co., entitled "Kind Words About the Multiple Magazine Linotype." Incidently, it contains many practical hints, as well as establishing the facts as to the value, the popularity and the numerous uses of the Multiple Magazine Linotype. It is a circular which will pay for careful reading.

* * *

The Wanner Machinery Co. have issued a list of their rebuilt machinery covering eight pages, illustrating some seventy different cylinder and job presses, paper cutters, folders, etc., that they will mail free upon application. Address them at 703 S. Dearborn St., Chicago, Ill.

* * *

FROM ONE WHO HAS RETIRED FROM BUSINESS

Paterson, N. J., March 19, 1913.

Mr. B. B. Herbert, Chicago, Ill.

Dear Sir: As regularly as the months come and go, so does the post bring to me the National-Printer Journalist. I see, at times, objects of special interest to me, but not to the extent as formerly, because for many years I have been "outside the lines" of printerdom in which for so many years I bore a part. Besides, the years are telling against me, for 1835 and 1913 are far apart, as I have reason to realize.

Occasionally I see your "phiz" as the camera shows it, and I am glad to see you are far from feeble.

With the kindest of regards and good wishes,

HEBER WELLS.

Mr. Wells, who was for so many years a manufacturer and dealer in printers' supplies along the line of cabinets, type, and other wood goods, is now, at seventy-seven years, inspector of factories for New Jersey.

IMPORTANT NOTICE

Please observe that Laureate and Model-C Machines, or any and all presses manufactured by the John Thomson Press Co., or known as "Colt's Armory" Presses, mentioned on page 243 of this issue, are in stock at Chicago for immediate delivery.

Kindly forward all communications in regard to these presses and parts thereof, to this office which will insure best and personal attention. Copy of new catalog will be cheerfully forwarded upon request.

WILLIAM THOMSON
PRINTERS MACHINERY COMPANY

William Thomson, President
Frank J. Shead, Secretary

Fisher Building
343 So. Dearborn St., Chicago

Printing Advertising and Publishing Allied Trades EXPOSITION

Including all kinds of Printing - Lithographing - Bookbinding Machinery & Supplies - Office Equipment - Advertising & Circulation Methods

Officially endorsed by the Printers' League of America, Ben Franklin Club of America, New York Master Printers' Association, Electrotypers' Board of Trade of New York, the Sample Card Manufacturers' Association, the Employing Electrotypers' and Stereotypers' Association of New York, and the International Association of Manufacturing Photo-Engravers. Held coincident with the Conventions of the American Newspaper Publishers' Association, Associated Press and Printers' League of America, and with the co-operation of the various advertising Clubs and Leagues.

A B CONKWRIGHT

BIG SHOW EVENT

In the New Grand Central Palace N.Y. City—week of April 19 to 26

The Big National Printing, Publishing, Advertising and Allied Trades Exposition

Dont miss the—Big Printers' Banquet—the A. N. P. A. Convention—the Printers' League of America Convention—the Educational and Inspirational Lectures—the Wonderful Machinery Exhibits—the Meeting of the Foreign Dealers—the Wonderful Showing of Advertising Methods and the numerous *other attractions* of the BIG SHOW.

HARRY A. COCHRANE, President

200 Fifth Avenue, New York City 'Phone Gramercy 724

ADMISSION TICKETS CAN BE SECURED FROM US DIRECT OR FROM ANY EXHIBITOR IF YOU SEND A SELF ADDRESSED STAMPED ENVELOPE

THIRTY YEARS AN EDITOR, TWENTY YEARS A SUBSCRIBER

Elmwood, Ill., March 13, 1913.

B. B. Herbert,
Chicago, Ill.

Dear Father Herbert: Herewith find M. O. for $2.00 for the National Printer-Journalist. I believe this makes about twenty years I have been a subscribers to your Journal. For thirty years I have been connected with the Elmwood Gazetter. On April 1, I will close my work on the Gazette and give up the printing business, having sold the paper. Other interests occupy my time.

With kind regards to yourself and the good wife. I remain,

Yours truly,
M. H. SPENCE.

* * *

Mr. W. M. Van Cise has been appointed sales agent of the New Era Press, manufactured by the Regina Company. Mr. Van Cise is a graduate of Columbia College and School of Mechanical Engineering and has had a practical experience with the Winthrop Press of New York City.

Mr. Van Cise is a man of engaging personality and has all of the qualifications necessary for success in securing sales of the wonderfully versatile press, which, as yet, is unknown to most of the readers of the National Printer-Journalist.

The New Era press is a bed and platen press with an intermittent, web feed, that is, it prints with flat plates or common type, printing from the roll.

It is built in units or sections, each section printing a color on either face or back and can be assembled to print in any number of colors.

The press has attachments for perforating, slitting, punching, die cutting, folding, rewinding or cutting.

* * *

We call our readers' attention to page 294, where the H. Hinze Machinery Company, New York, advertise their line of machinery, especially the ART CAXTON PRESSES made by the John Haddon & Company, London. Mr. Hinze announces that he will have an exhibit at the coming National Printers' Show and that he will exhibit one large size Caxton Press, a Caxtonette and also the automatic Haddon Safety Platen Press. We invite our readers to call at their exhibit to look over their latest line of printing presses.

* * *

FOR SALE—No. 6 Acme Stapling Machine, foot power, good repair. Sample of work submitted. Our increasing work requires a power stitcher. List price, $40. First check for $18 gets it, including 3,500 staples. AMERICAN MANUFACTURING CONCERN, Falconer, N. Y.

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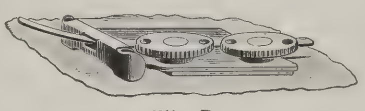

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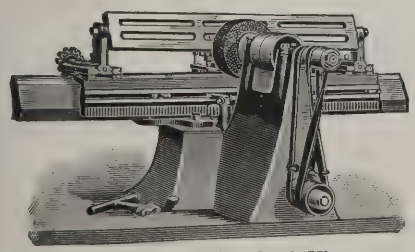

Type E Knife Grinder, Back View

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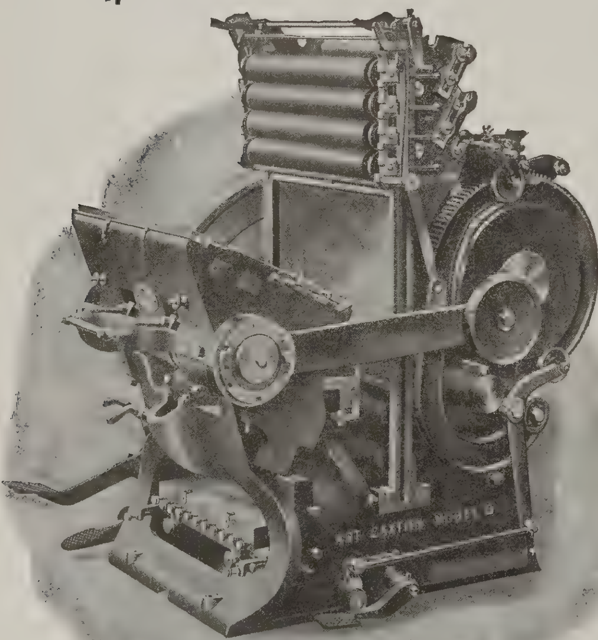

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for

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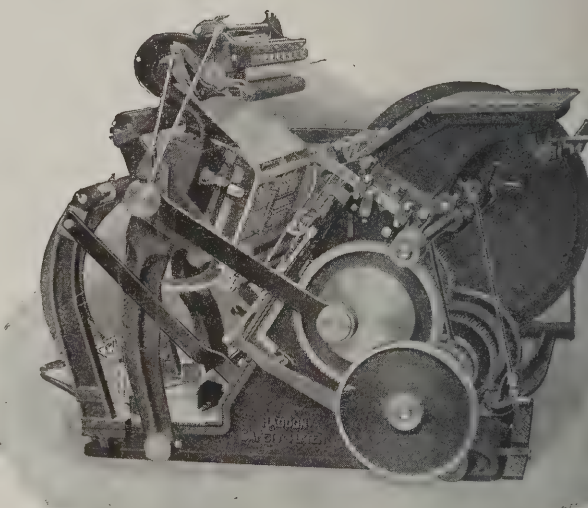
Exhibit

of



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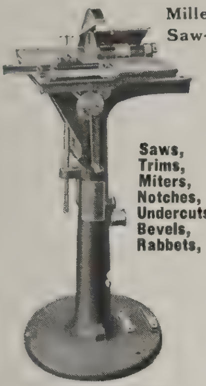

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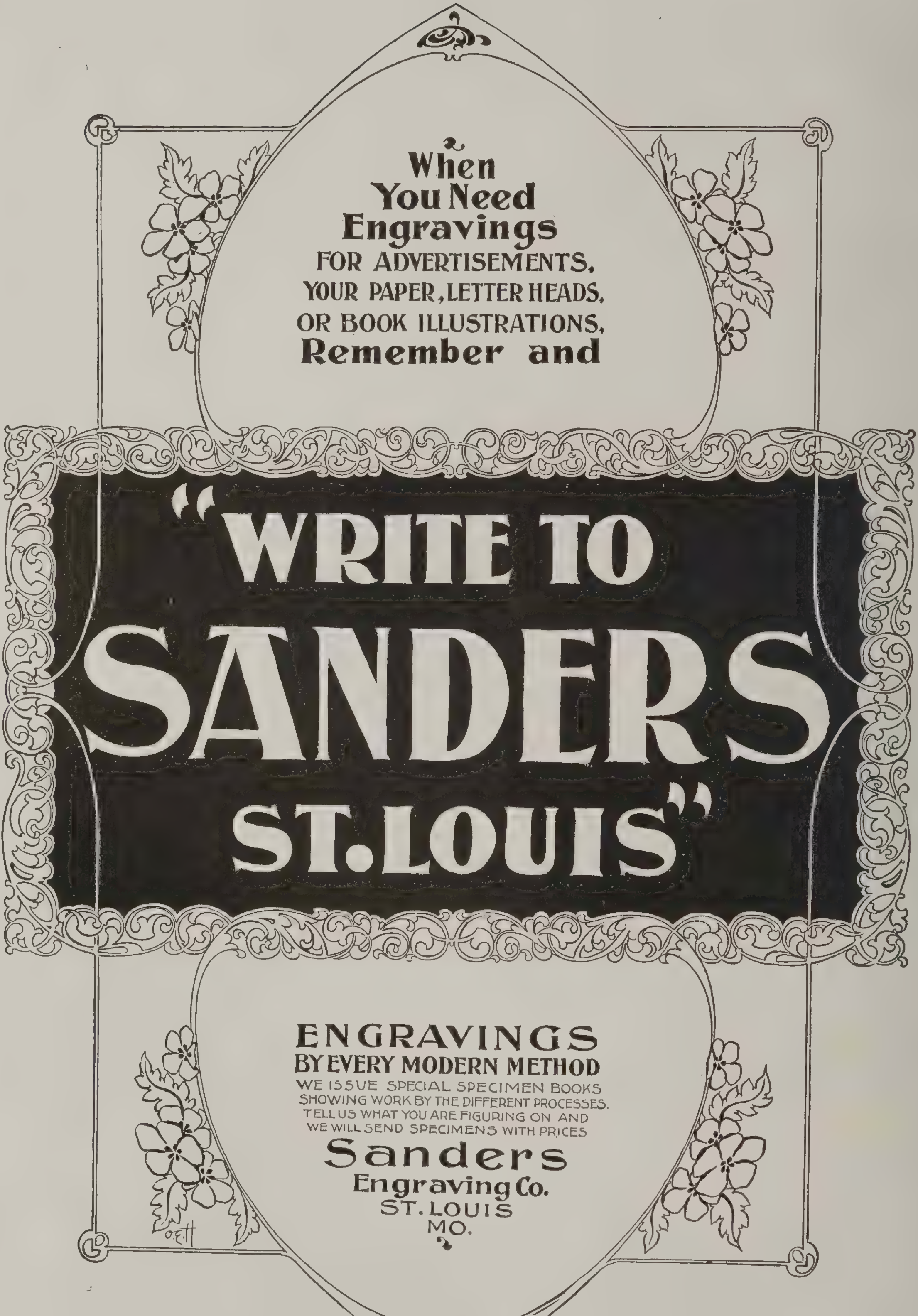

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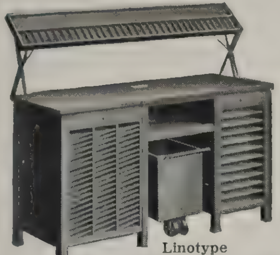

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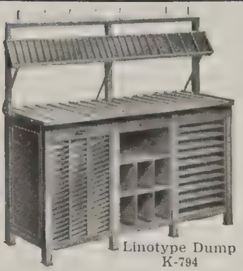

Linotype Dump
K-794

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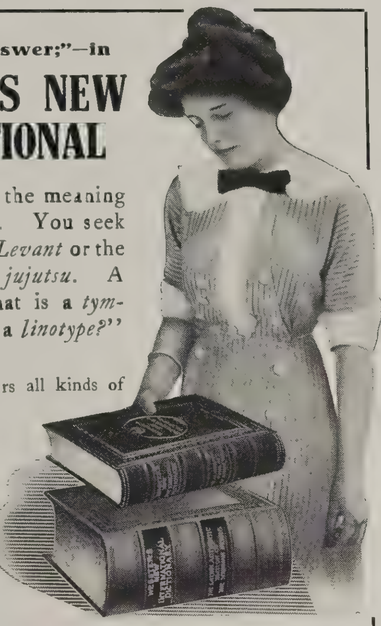

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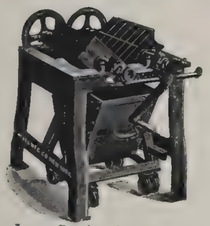

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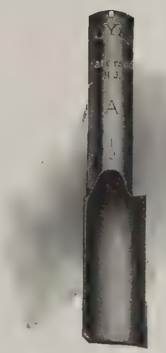

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Vol. 31

No. 5

NATIONAL PRINTER JOURNALIST

MAY CHICAGO, ILL. 1913

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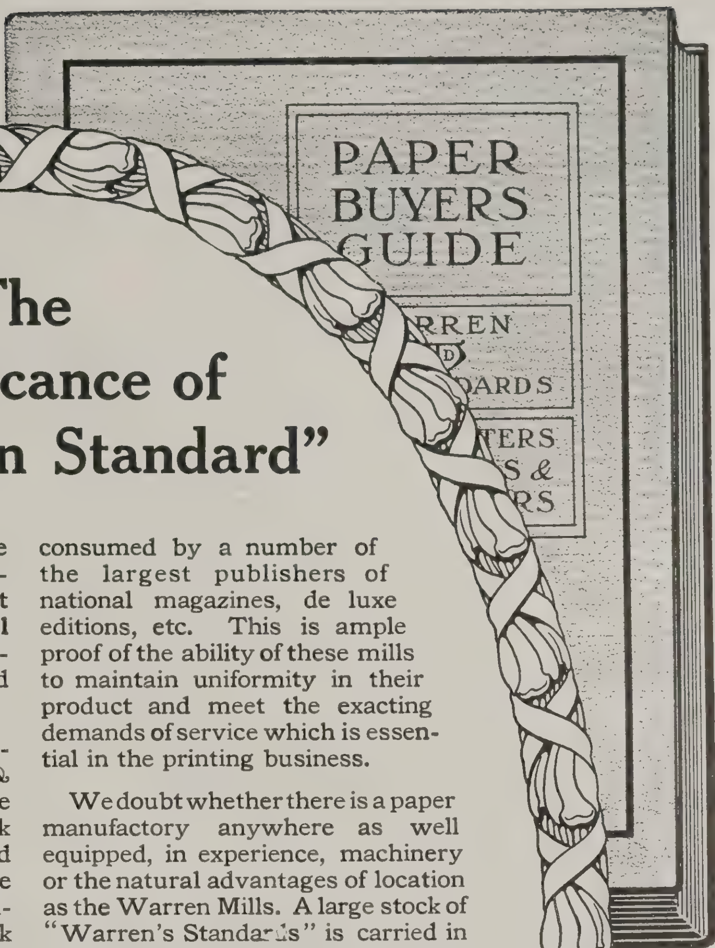

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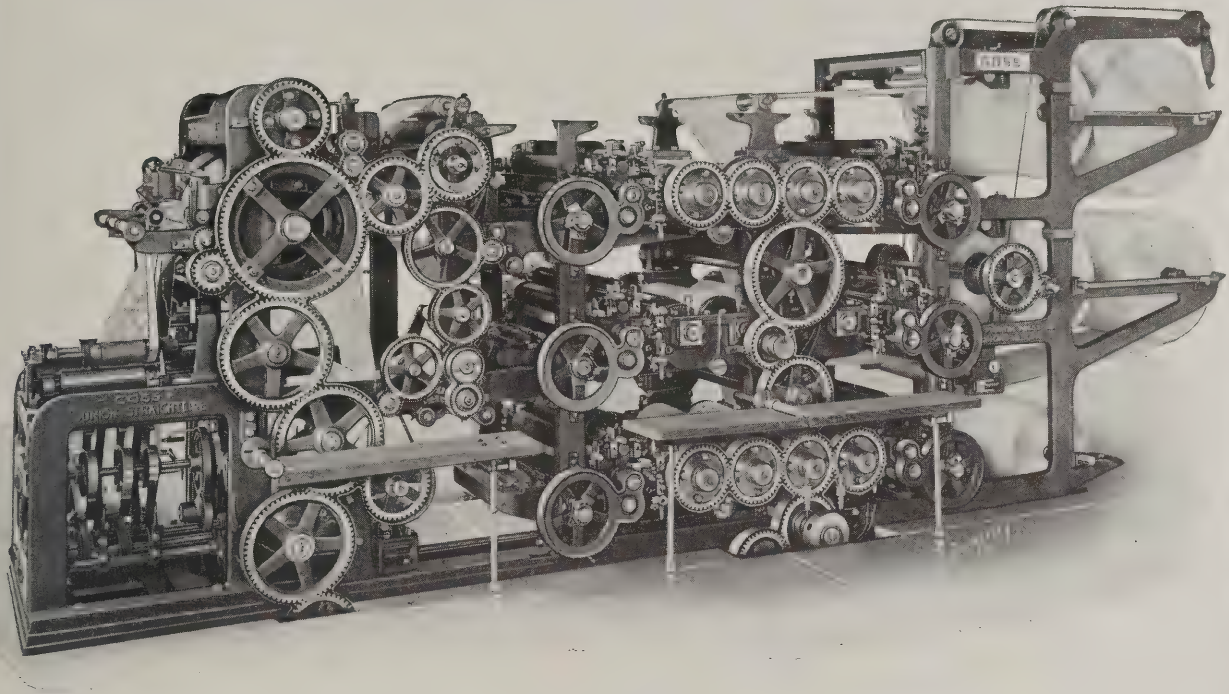

Built 2, 3, 4-deck high, or in tandem, according to space or selection, producing 4, 6, 8, 10, 12, 14, 16 pages in book form, printing seven columns wide by length of columns from 20 in. to 22 in. All plates cast from our standard stereotype machines (no boring of plates required). Can be arranged to print from one to three extra colors. Additional decks or sections can be added at any time in the future. Can be made to deliver products either one-half or one-quarter page size. Best workmanship and material used in its construction. Ask for further particulars.

Manufactured by

Goss Printing Press Co.

Sixteenth Street and Ashland Avenue
Chicago, Illinois

NEW YORK OFFICE: No. One Madison Avenue, Metropolitan Building

HERE IT IS

The 1913 Edition of the

BARNHART SPECIMEN BOOK

A complete and convenient guide to the finest faces of the world's best type. The handiest, neatest, most attractive and most useful type book ever issued. It points the way to better printing. If your copy is not received by May 15, write at once to

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The Wire Stitcher Factory

The Boston Wire Stitchers are made in the atmosphere of the bindery—wire stitchers only on wire stitcher machinery by wire stitcher experts. This explains in part the "Bostons" superiority and why only in the "Bostons" are found all of those up-to-date features that make for efficiency and economy. Are you Boston Wire Stitcher equipped? If not write us. . . . .

American Type Founders Co.

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Stands first in pleasing your patrons in typesetting for the trade. To be thoroughly consistent this must be backed by personality conversant with all the technicalities of both hand and machine composition, the culmination of which is highest

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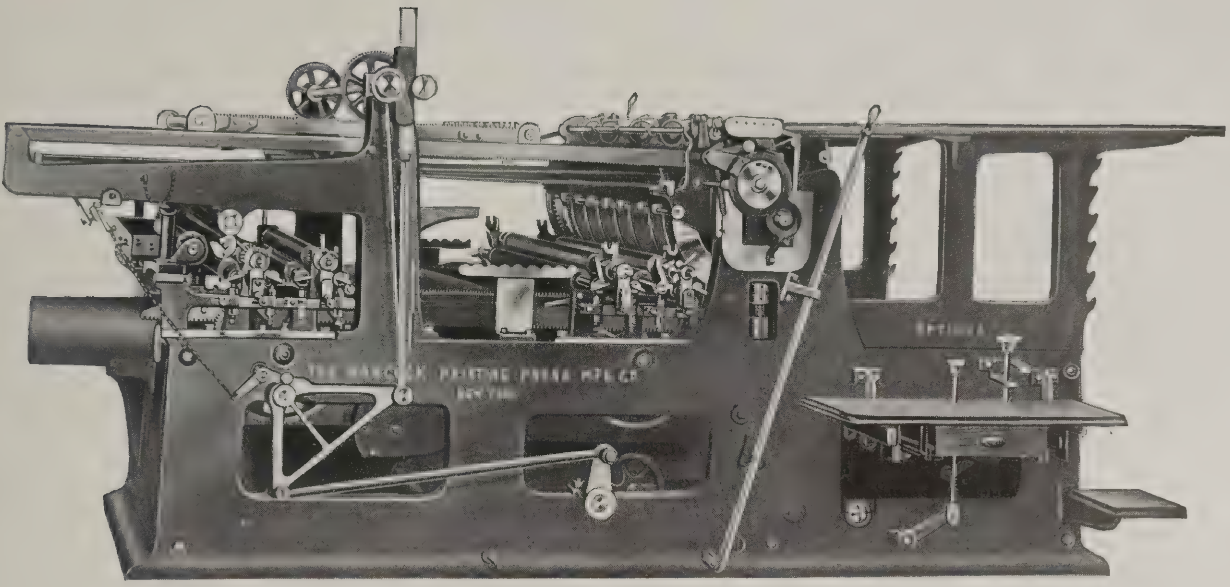
These are the results obtained in book, job and catalogue composition when placed in our hands. Your correspondence is earnestly solicited in regard to the production of booklet, catalogue or publication, with the assurance of highest class workmanship.

Monotype "M & L Linotype
Typesetting Co.

Telephone Lakeview 2515
4015 E. Ravenswood Park, Chicago



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Winnipeg

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS KANSAS CITY OMAHA ST. PAUL SEATTLE DALLAS WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

The Babcock Optimus
The Babcock Optimus

The driving mechanism is the life. This heart of the press must be sound.

When it is frequently changed it is not sound. It is often changed in others.

Years are needed to prove sterling worth in a bed drive.

The Optimus ball and socket bed motion is exceptional in being correct, exclusive in being simplest.

It is compact; a rotary, primary motion, without appreciable wear after years of use.

It is the finest application of power ever made.

It is the simplicity of a short shaft with driving pulley on one end and star-gear on the other.

There is not much more. A device of balls and sockets inserted in the shaft makes one end deflectable so that it drives the bed above the rack in one direction and is below it in the other.

In action its matchless precision gives unvarying register between bed and cylinder. In fifteen years not an Optimus has failed in this.

The same exactness produces runs of three-quarters of a million with the plates still good.

One rack admits but one point of thrust—a simple thing, meaning much.

At each end of the rack a large steel ball engages a corresponding socket in star-gear. The broad, slow-wear contact covers half the ball's surface. Reverse is made while these are together, and bed stopped and started by perfect crank action.

There is no looseness or lost motion; reverse is smooth and easy.

Old machines reverse as quietly as new.

Balls and sockets are hardened steel, ground to fit.

The star-gear shoes are hardened steel, small, and accurately curved to fit roll. They are bolted in position and wear for years.

Shoes, balls, sockets and rack are made by specially invented machines.

The star-gear rack is at center of load. It is high above the floor; gives space for the strongest impression girt, and keeps bed low.

The air-spring is adjusted without tool. Its piston can be expanded or contracted, and is always round. Air valves offer no resistance when press is turned slowly, as in make-ready.

Press can be backed up from feeder's platform, and the same treadle used for quickly stopping.

Self-oiling boxes are on all main and out-of-the-way bearings.

Direct attached electric motor can be placed within the press, out of the way.

The Babcock Optimus—a superb printing press no matter what point is considered; no weaknesses; no shortcomings.

SET IN AUTHORS ROMAN

FRED'K H. LEVEY CO.

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MANUFACTURERS OF

HIGH GRADE

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WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

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A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN N. J.
Progress Typewriter Supply Co., Ltd., London, England, European Agents

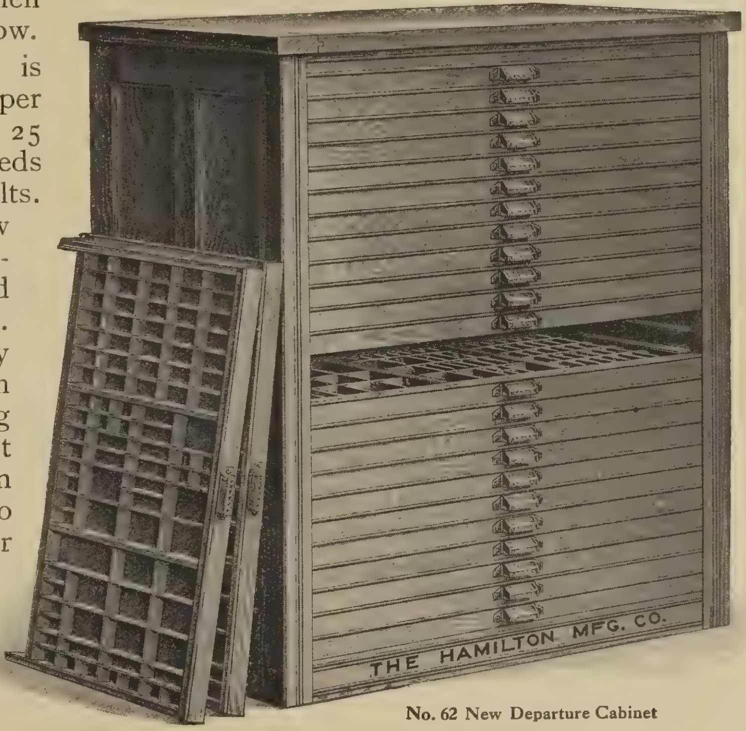
"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

Telephone, Harrison 5260-5261-5262 All Departments

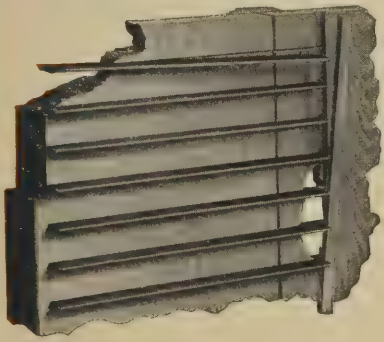
Hamilton Wood Furniture

COST finding and cost reduction are elements in the printing industry now foremost in the minds of thousands of progressive employing printers who are striving to break away from the hide-bound methods and traditions which have beset the printing industry. It is conceded that the cost of printing lies largely in the composing room. That is our own particular field of action. This is the day of the efficiency engineer. He is the doctor that prescribes a cure for the ailments with which thousands of composing rooms have been sick unto death. Hundreds of printers have been quick to appreciate the situation and advantages to be gained and have re-equipped their composing rooms with modernized furniture and equipment. Hundreds of others will follow as quickly as the material can be manufactured and installed. These up-to-date plants will control the situation and set the pace in price and quality. The laggards will fall in line later on when the picking is not as good as it is now.

In most composing rooms it is possible to save from 25 to 50 per cent of floor space and from 10 to 25 per cent in cost of labor. Hundreds of printers testify to these results. These modernized plants are now so numerous and so widely scattered as to be easily reached and inspected by those who doubt. The facts would seem to justify any printer in giving this question of re-equipment in the composing room serious consideration. Let an expert demonstrate what can be done. A simple application to us or to any dealer handling our goods will start things going.



No. 62 New Departure Cabinet



Showing Steel Run Construction of New Departure Type Cabinets

Note Steel Runs are held in position by lips on the end which are mortised into wood. They cannot become loose and fall out. No screws or nails to become loose.

The New Departure Cabinets

This line of Cabinets has come to be standard in the fullest sense of the term. Built of selected hardwoods, beautifully finished and equipped with flat steel runs in the manner shown by the detailed illustration on this page. They are pleasing in appearance as well as substantial in construction, and are sure to give perfect satisfaction to the customer wherever installed.

The No. 62 Cabinet illustrated on this page is without question, the best selling Type Cabinet ever offered to printers. In fact, the sales of this Cabinet are almost as large as all other Cabinets combined. New Departure Cabinets are 43 inches in height. Brackets and Cases can be put on cabinets of this height to good advantage. Single cabinets can be placed side by side or back to back.

Ordinarily New Departure Cabinets are supplied with California Job Cases in standard depth. On special order they can be fitted with cases of extra depth or with cases other than the California Job pattern.

There is no Cabinet better for general use than the No. 62 New Departure, as to appearance, workmanship and economical features.

Complete descriptive circulars showing the New Departure line of Cabinets will be supplied on request.

Ask for a copy of "COMPOSING-ROOM ECONOMY," showing floor plans of thirty-two modernized composing-rooms in some of the leading printing-plants in the United States.

THE HAMILTON MANUFACTURING CO.

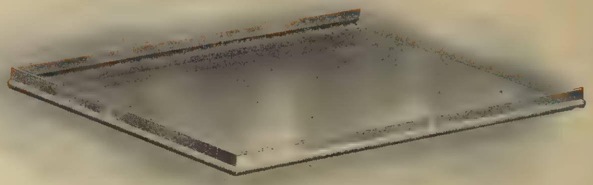
Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

HAMILTON GOODS CARRIED IN STOCK BY ALL TYPE FOUNDRIES AND DEALERS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

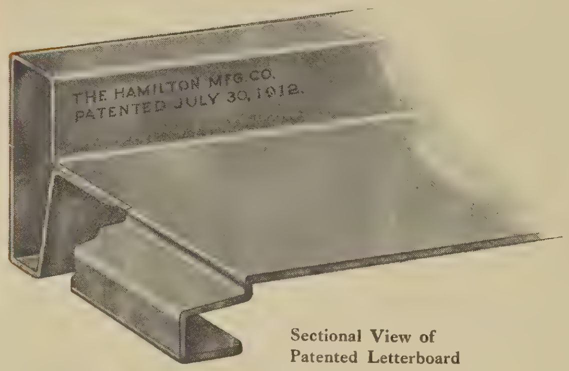
Hamilton Steel Furniture

One Piece Construction



One-Piece Steel Galley

is of great importance in the building of Steel Furniture as every flange or bend strengthens a sheet of steel. To make the necessary shapes all from one piece of steel is not an easy task and requires skilled designers of dies. The results warrant this, however, as the piece thus formed is much stronger than the same shape made up of several pieces riveted together possibly could be, and, better still, the ultimate cost of production is reduced. The accompanying illustrations show a few of the good results we have been able to obtain along this line.


THE HAMILTON MFG.CO.
PATENTED JULY 30, 1912.

Sectional View of
Patented Letterboard

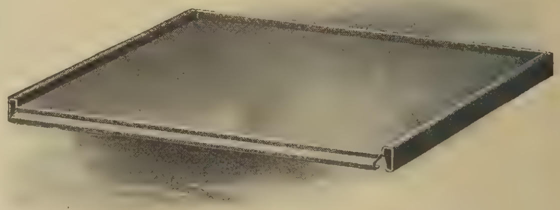
Hamilton One-Piece Storage Galleys

Patent Applied For.

To produce this galley, which is made of one piece of metal without a joint or seam, required a special galley machine, built and designed in our own shops, but it was worth while. The galleys are without an equal, as any practical printer will agree after seeing the sample. They are made of either bright steel or galvanized steel, as desired.

Hamilton One-Piece Letterboards

Patented July 30, 1912



Patented One-Piece Letterboard

The Construction of these Boards is the logical one for production in steel. To obtain this result, however, was very difficult, necessitating some unusual die work. The advantages of the Hamilton "Board" are rigidity and durability. The lip of the "board" where matter is pushed on and off galleys is not only stronger than it would be if made of two pieces, but better still it is there to stay. No unusual strain will tear it away, as might be the case with a two-piece lip.

There are many original and desirable features found only in Hamilton Steel Furniture that will be gladly explained by your dealer. To get the benefit of these features, insist on HAMILTON FURNITURE. Every piece bears this trade-mark—

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N. J.

HAMILTON GOODS CARRIED IN STOCK BY ALL TYPE FOUNDRIES AND DEALERS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

LINOTYPES

FOR EVERY PURPOSE

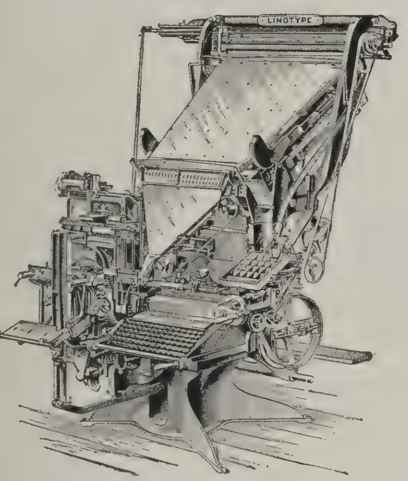
For the Smaller Printing Office and the Out of Town Newspaper:

Rebuilt Model 1—two-letter	$2,000
Quick Change Model 10—two-letter	2,250
Model K Two Magazine Linotype—two-letter	2,300

THE MULTIPLE LINOTYPE WAY IS THE MODERN WAY

For the Larger Book and Job Office and the City Newspaper:

Quick Change Model 8



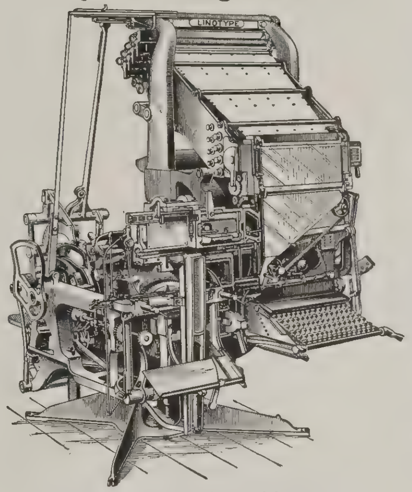
Three Magazine Linotype

MULTIPLE

MAGAZINE

LINOTYPES

Quick Change Model 9



Four Magazine Linotype

Quick Change Model 5, Single Magazine	$3,150
Quick Change Model 4, Double Magazine	3,600
Quick Change Model 8, Three Magazines	3,600
Quick Change Model 9, Four Magazines	4,150

THE MULTIPLE LINOTYPE WAY IS THE MODERN WAY

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machines far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

MERGENTHALER LINOTYPE COMPANY
Tribune Building, New York

CHICAGO
1100 S. Wabash Ave.

SAN FRANCISCO
638-646 Sacramento St.

NEW ORLEANS
549 Baronne St.

TORONTO: Canadian Linotype, Limited, 35 Lombard St.

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK: Mergenthaler Setzmaschinen-Fabrik, G.m.b.H., Berlin, Germany
BUENOS AIRES: Hoffman & Stocker
RIO JANEIRO: Emile Lambert
PORTO ALEGRE: (Brazil): Edwards, Cooper & Co.
HAVANA: Francisco Arredondo
SANTIAGO (Chile): Enrique Davis
MELBOURNE, SIDNEY, WELLINGTON, MEXICO CITY: Parsons Trading Company
BOGOTA: (Colombia): Manuel M. Escobar
TOKIO: Teijiro Kurosawa
SOUTHERN EUROPE, AFRICA, AND THE FAR EAST: Linotype and Machinery, Limited, London, England.

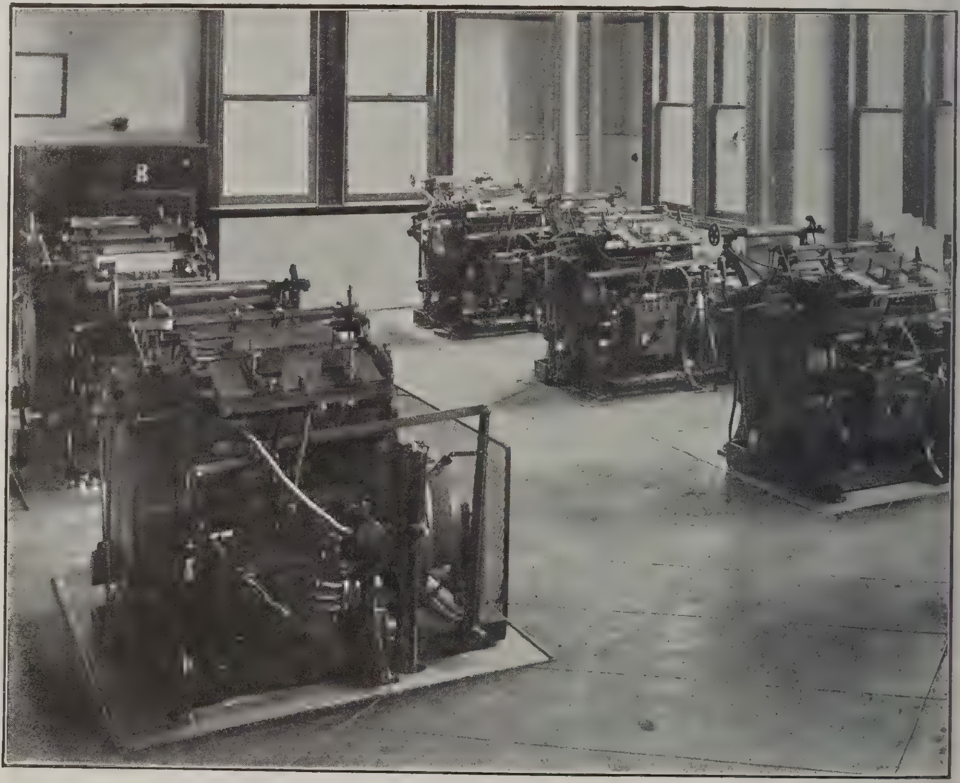
Important Announcement

FOR the past two years we have been marketing the STANDARD HIGH SPEED AUTOMATIC JOB PRESS in an unostentatious way, building up a healthy business, and confining our sales to a restricted nearby territory.

Our orders have been constantly ahead of our factory output, and our dealings have been confined to the best houses, to responsible and progressive printers. In New York City alone we have over fifty STANDARDS in operation.

The STANDARD is the best—the only practical—automatic job press that has ever been devised; it will make a printer more money than any piece of machinery he has, not excepting his most profitable cylinder press. It is designed to handle all ordinary classes of work that are usually done on a job press.

Any printer with enough work to keep three hand-fed job presses running can earn immense profits with the STANDARD.



This battery of STANDARD machines is operated by the METROPOLITAN LIFE INSURANCE COMPANY, NEW YORK.

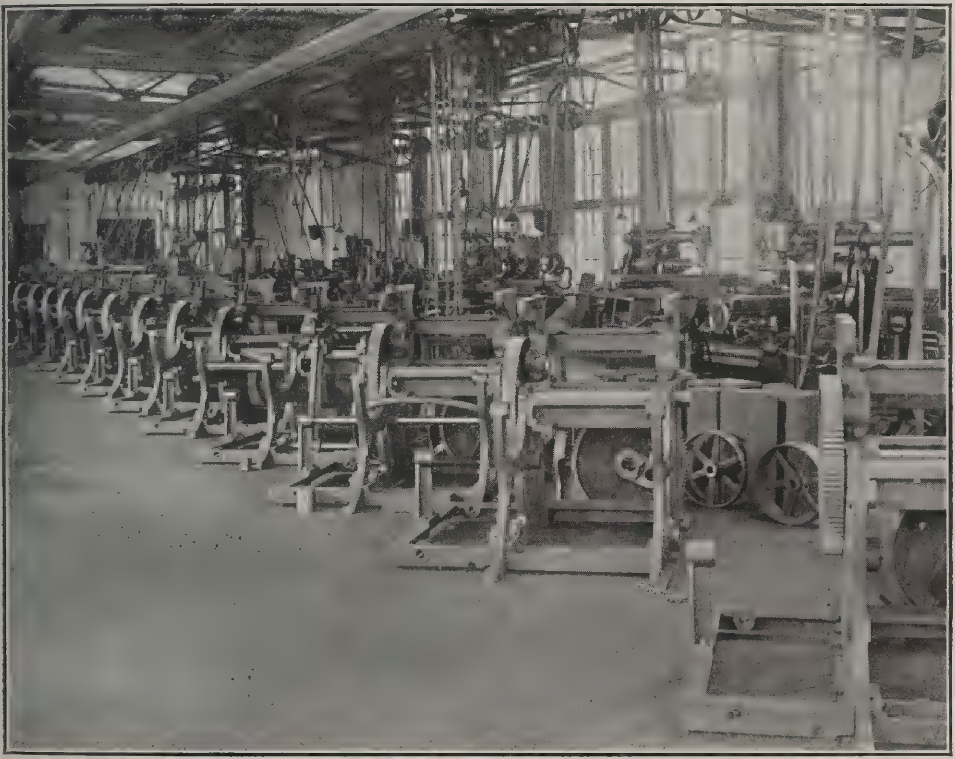
Note the character of these houses, who have purchased the STANDARD. Were our claims not justified their names would not be here.

John C. Rankin Co., New York	2
J. W. Pratt Co., New York	1
Trow Directory & Ptg. Co., N. Y.	1
M. B. Brown Co., New York	1
Brooklyn Daily Eagle, New York	4
Metropolitan Life Ins. Co., N. Y.	5
Boorum & Pease, New York	1
L. Middleditch & Co., New York	1
J. C. & W. E. Powers, New York	2
C. E. Sheppard Co., New York	2
Arthur, Mountain & Co., New York	1
Walcutt Brothers, New York	1
Commercial Printing Co., New York	2
Adams & Grace Co., New York	2
Roy Press, New York	1
A. T. Howard Co., Boston Mass	2
Euclid Ptg. and Binding Co., N. Y.	2
Pyle-MacLaren Ptg. Co., New York	1
Boschen & Wefer, New York	1
Fleming & Benedict, New York	1
Lehmaier & Brothers, New York	1
Paul Overhage, New York	1
Cockroft Printing Co., New York	1
Louis Taterka, New York	2
Brieger Press, Inc., New York	1
Packenham & Dowling, New York	1
White & Wyckoff, Holyoke, Mass	1
L. Kehlmann & Co., New York	1
J. Schapiro, New York	1
Montross & Clark Co., New York	1
Government Ptg. Office, Wash'g'n, D.C.	2
The Maqua Co., Schenectady, N. Y.	2
Pittsburgh Ptg. Co., Pittsburgh, Pa.	1
Gregory, Mayer & Thom, Detroit, Mich.	1
Frederick Stearns & Co., Detroit, Mich.	1
F. S. Reefy & Son, Elyria, Ohio	1
Hastings Ptg. & Bdg. Co., Hastings, N.Y.	1
George E. Farthing, Buffalo, N. Y.	1
J. Heidingsfeld, New Brunswick, N. J.	1
Mattatuck Press, Waterbury, Conn.	1
T. F. Rady & Co., Rockville, Conn.	1
Library Bureau, Cambridge, Mass.	1
Libbie Printing Co., Boston, Mass.	1
M. A. Newhall Co., Salem, Mass.	1
Morgan Env. Co. Div., Sp'gfield, Mass.	1
Eaton, Crane & Pike Co., Pittsfield, Mass.	2
Levey Bros. & Co., Indianapolis, Ind.	1
Holland Press, Chicago, Ill.	1
The Pryor Press, Chicago, Ill.	1
Glennon & Kern, Chicago, Ill.	1
Fred Klein & Co., Chicago, Ill.	1
Chicago Legal News, Chicago, Ill.	1

The STANDARD wholly revolutionizes the printing of job work, and places it upon a better paying basis than any kind of cylinder work. And the shops that have the STANDARD make extraordinary profits at the little printers' own prices. With this machine once installed the small end of the printing business becomes the big end.

The STANDARD is a beautifully designed and constructed machine. It is in all respects made of the best materials, its workmanship throughout is first-class, and its proportions are correct and substantial. Its possession gives a mechanical standing to a printing office that cannot be got in any other way. It is the last word in high class mechanism.

Notwithstanding its superb construction the STANDARD is the reverse of a burdensome investment for the printer; on the contrary it insures him the ability to get out a large product with perfect regularity and at a cost below any he has ever known.



This assembly room of the shops where STANDARDS are made shows the scientific manner in which they are constructed. The STANDARDS shown are but a part of a lot of 100 which were in the course of completion.

Its price is but $1,750; a discount of 5 per cent is allowed for all cash upon erection.

Or, it may be purchased on time for $250 cash, with the balance in consecutive monthly payments, covered by interest bearing notes, of $100 each.

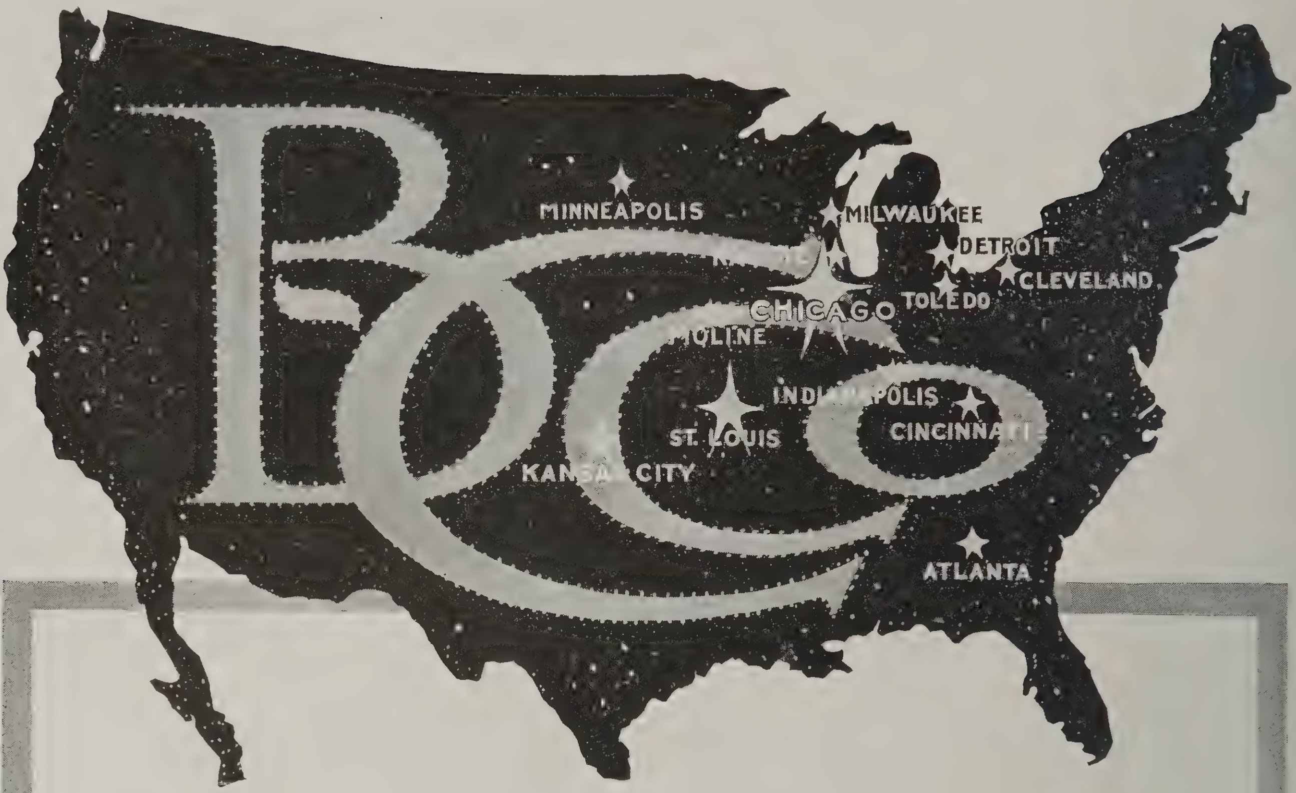
This machine should NOT be confused with other so-called "automatic" job presses, or with self-feeding attachments. It is in a class of its own, and it has no competitors. Furthermore, it is not a cylinder, or semi-cylinder, press, but an extremely practical bed-and-platen machine, arranged to operate automatically at great speed, and able to cover the wide necessary range of work to be found in the general printing office. No other machine can be compared with it in any of these respects.

For further particulars address

WOOD & NATHAN COMPANY

Sole Selling Agent

1 MADISON AVENUE, NEW YORK CITY



Selling Engravings to the Nation

Because of the detail and the individual attention involved in the production of illustrations and engravings it was long supposed that no engraving concern could satisfy more than a local demand.

Back in 1902 ***Barnes-Crosby Company*** took the first step in shattering this fallacy by installing a branch office at Detroit. Since that time not a year has passed that has not seen a new B.-C. office established.

Today, with two immense manufacturing plants located in Chicago and St. Louis, eleven permanent branch offices and a force of traveling salesmen, Barnes-Crosby Company stands as the highest type of business organization.

Our experience in meeting the varying needs of so many customers is part of the intrinsic value you secure in dealing with us. The above map will help you to locate our nearest branch office.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists : Engravers : Catalog and Color Plate Makers

226 W. Madison St., Chicago **11th & Locust Sts., St. Louis**

Branch Offices and Art Departments in Eleven Principal Cities

THE **ONLY** INK TO USE **WHEN IN A HURRY**, EQUALLY GOOD WHEN **NOT**

SPEEDLIMIT BLACK INK

Speedlimit Black Ink
Means all the name implies.

It makes friends. The printer likes it and continues to use it after a trial. It has peculiar working qualities and real merit. Sets almost instantly, has good color and finish. Permits of printing, turning, printing and binding all the same day.

A good ink for most any job of high class work, and is essential when important to do good work—P. D. Q.

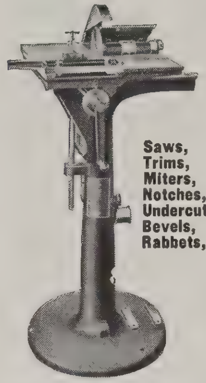
Manufactured by
The Queen City Printing Ink Co.

SPEEDLIMIT BLACK INK

SPEEDLIMIT BLACK INK

SPEEDLIMIT BLACK INK

Only The Man Who Don't Know The Game


Saws,
Trims,
Miters,
Notches,
Undercuts,
Bevels,
Rabbets,

Miller Universal Saw-Trimmer

1 Printer, 1 hour, Int. on Lead Cutter	.375c .0000
	.375c ☞
1 Printer, 1 hour, Interest on Miller	.375c .0025
	.3775 ☞

would pay
This for This ☜ Lead Cutter Way
20 Slugs per Minute
1200 Slugs per Hour
instead of
That for That ☜ Miller Saw-Trimmer Way
300 Slugs per Minute
18000 Slugs per Hour

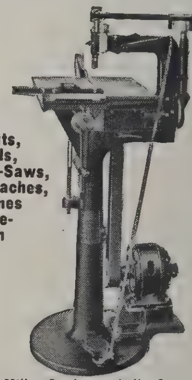
One-fourth cent more gets you 15 times the amount of work

That's the Miller

The Only Accurate Type-High Planer for the Printer.
Will plane ordinary sized cuts five per minute.

EASY TO OPERATE. EASY TO BUY. EASY TO PAY FOR.

Sold by Leading Dealers **Miller Saw-Trimmer Co.,** POINT BLDG., PITTSBURGH, Pa.


Routs,
Drills,
Jig-Saws,
Broaches,
Planes
Type-High

Miller Router and Jig Saw

WANNER
MACHINERY CO.
A.F. WANNER PROP.

MACHINERY FOR PRINTERS AND BINDERS

**Swink Cylinder Presses, Golding Job Presses,
Chandler & Price Machinery,
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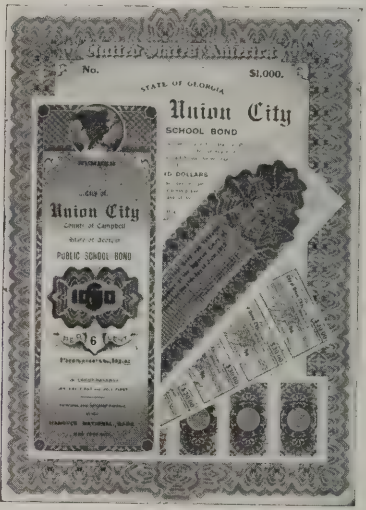
Special Machinery for Press Rooms.**

REBUILT GUARANTEED MACHINERY

37x52	Potter Two-Revolution, Seven Quarto	$ 750
40x54	Cottrell 4 roller, front delivery	1400
41x56	Campbell 4 roller, front delivery	850
29x43	Campbell 4 roller, front delivery	700
26x32	Babcock Optimus 4 roller	950
23x30	Campbell Front Delivery, with trip	725
24x30	Cottrell Drum, with Six Column Chases.	425
33x48	Country Campbell, 6 quarto	450
28x42	Prouty, 8 column	350
15x21	Golding Art Jobber	450
12x18	Golding, with fountain	275
10x15	Golding, with fountain	165

Largest Stock of Rebuilt Newspaper Presses and Machinery
Write for Circulars

703 S. Dearborn St., CHICAGO



BONDS

overprinted from type on steel engraved blanks are preferred by dealers and investors because they look like all-steel engraved securities, but cost less.

"K. B." BLANKS

fill all of these requirements perfectly.

KIHN BROTHERS Bank Note Engravers
99-103 Beekman Street, New York

Best Machine

American Model 31—6 Wheels, $6.00

Steel Throughout

Every machine thoroughly tested in a printing-press and guaranteed

ACCURATE

American Numbering Machine Co.
224-226 Shepherd Ave., Brooklyn, N. Y.
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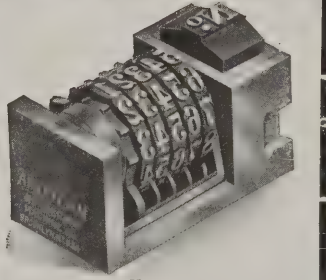

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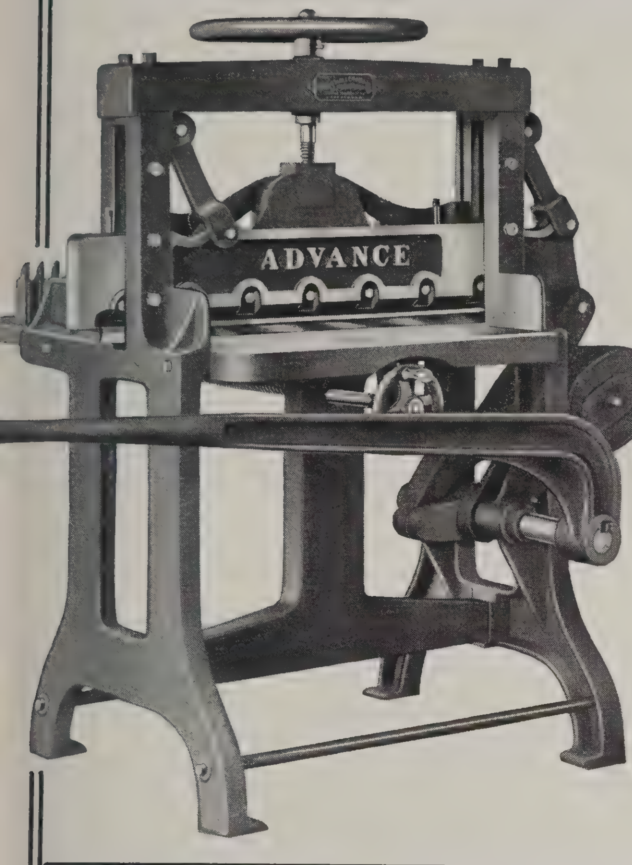

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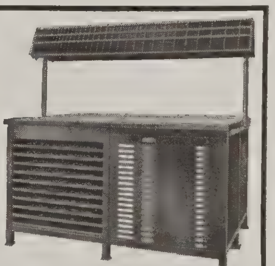

Steel Ad Frame K-259

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REDUCE YOUR FIRE RISK

and at the same time convert your waste paper, rags, straw, excelsior, etc., into dollars.

Complete line of Steel and Wooden Balers $24.00 and up in price.

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Write for prices, discounts, etc., shown in Catalogue T.

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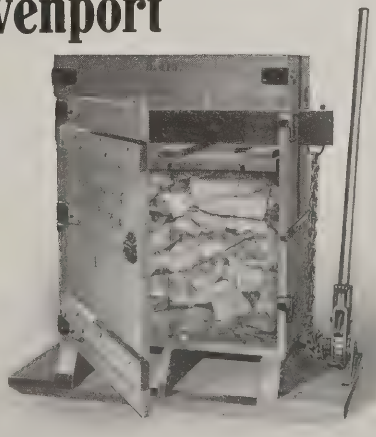

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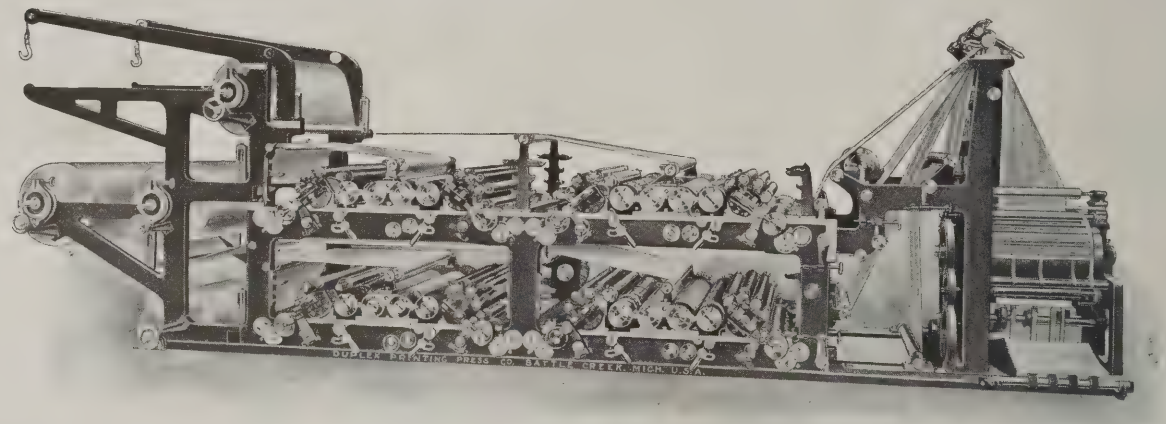

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NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-One | Chicago, May, 1913 | Number Five

"Clean Journalism"

(From Paper read before the Illinois Woman's Press Association, March 6, 1913, by Mr. George Shaw Cook, Chairman Christian Science Committee on Publication for Illinois).

Many very practical and wholesome facts will be found in the following extracts from the address of Mr. Cook.

Mr. Cook's work during the past seven years has thrown him into close contact with publishers and editors, and he declared great respect for newspaper workers and to whom he claimed to be indebted for many courtesies shown. He stated that his acquaintance with newspaper people had convinced him of their desire to be of service to the public and had given him some knowledge of the difficulties which attend their work. He continues as follows:

"Being obliged to scrutinize many daily, weekly and monthly publications, I may say that in my judgment our local papers are, comparatively speaking, good. That is not to say that they can not be improved. Indeed there is, I believe, great opportunity for improvement. This also is true, in a degree, of the paper about which I am particularly to speak — The Christian Science Monitor. While it is now a remarkably good exponent of clean journalism, its editors are aware and readily admit that it can be greatly improved. It has only begun to be what it should and ultimately will be.

"Some publishers of so-called "yellow" journals, those papers which feature sensational matter — crime and scandal — the evil that men do, have claimed that their reason for publishing such matter is that it is demanded by the newspaper-reading public. Now I am inclined to think that to a certain extent, perhaps to a considerable extent, that is true. This view is evidently shared by Dr. William Coleman Bitting of St. Louis, who recently spoke before the Sunday Evening Club as follows:

"'The temptation to give the public what they want — especially if they demand sewage — is hard to resist. To those editors who are conscientiously performing their duty and are keeping their journals clean, every credit should be given. But do you suppose that the "yellow journals" could exist for a moment if you and I should withdraw our support?'

"Even so, the editor is not entirely relieved of his responsibility. Is the demand for sensationalism a legitimate demand and is the business of supplying it, in the best sense of the word, a legitimate business? We all know that there may be a great difference between a demand and a necessity. Sometimes, very often in fact, a demand exists or is created for that which is not at all necessary. For example, there may be a demand for liquor, opium or tobacco but with little or no necessity therefor. So with the demand for sensational news it may be and, in my opinion, generally is a false appetite. Is it not clear then that this appetite should not be indulged and encouraged but should be restrained and discouraged? Better still, it should be entirely destroyed by cultivating the desire for, and supplying that which is wholesome and beneficial.

The press may be likened to a great moving picture show to which the world goes daily to see its current history flashed upon the screen. The show is generally interesting and sometimes instructive. The principal trouble is that too many "yellow" films are used. I am aware that some publishers will tell you that it is their duty to expose crime, graft, public and private scandal, and the like. Possibly so, but is this sufficient justification for featuring that sort of matter? I am inclined to believe that exploitation of criminals and grafters by the press has tended to increase rather than to diminish crime. Is there less crime today as the result of sensational newspaper exposures? My friends, the publishing of the evil that men do will not destroy evil. Publicity and legislation may serve in some degree to restrain the evildoer but only education of the right sort will reform him.

"Deploring the tendencies of the press, John Strange Wintor said: 'The indecencies of journalism, I think, have impressed me more during the course of my life than perhaps anything else has ever done. There are times when one feels proud of one's press, when one feels that it is an organization on which we may justly pride ourselves. But there are other times when I am bound to admit and confess that its indecencies turn one's very soul sick." Here is a recognition of a need for better things. Mrs. Eddy evidently saw this long ago, for I am told that she recognized the need for a clean daily newspaper many years before the time when she felt ready to found and establish such a paper. A little more than four years ago, however, she thought the time had come for launching the newspaper enterprise that is destined to gradually revolutionize the world of journalism. At that time she and her associates enlisted the aid of Alexander Dodds, a Pittsburg editor. He quickly organized a staff of trained newspaper workers. In sixty days after Mrs. Eddy announced her intention to start a daily paper that was 'to injure no man but to bless all mankind' the first issue of the Christian Science Monitor appeared. It has since been issued daily except Sundays and holidays and now has without doubt a wider circulation than any other daily newspaper. While the circulation of the Monitor is not as large as some of its contemporaries, it undoubtedly goes into more homes in different parts of the country and to more places in different parts of the world than any other daily paper. The Monitor is not a local paper. It is a world newspaper published in Boston. It is read in Honolulu and Hong Kong, in Melbourne and Cape Town. It has as many readers in London as it has in New York.

"Most of you have seen the Monitor and are more or less familiar with its character. For the information of those who have not seen it I shall quote briefly from the Independent (N. Y.):

"'Though having Christian Science in its title and though it is absolutely owned by that Church, it is not an organ in the ordinary sense. Nor does it print Christian Science news or attempt to further a sectarian propaganda. There is each day in specified position, one short article bearing upon the principles of the denomination. All the rest is just newspaper. It is a clean, dignified, able, interesting, well-edited paper.'

"The circulation of the Monitor outside of Boston is largely, though by no means entirely, among Christian Scientists. In Boston and New England it has its largest circulation among those who are not interested in Christian Science. There are four editions daily, called the International, the New England, the City, and the Last Edition. Of the circulation in Greater Boston the Independent says: 'Its circulation in Boston is already larger than the best Boston evening paper.' That this pioneer of improved journalism has created a demand for itself is shown by what has just been said. That this demand for clean newspapers will quicken and increase until it becomes imperative and universal I have no doubt. Already it has impressed many newspaper readers and some newspaper makers. Were this not so I would not be speaking here tonight. The following is from an address before Council of Jewish Women in Denver:

"'A taste for clean wholesome news and other reading matter must be acquired if it is not already ours. Mankind must be weaned from the unnatural appetite for sensationalism. And this is the task for the papers to take hold of — the education of the popular demand, the getting up of ideals for the common people, not waiting for the people to make the first move. This idea is not utopian but most practical.'

"Newspaper editors have frequently been most appreciative in their references to the Monitor, showing that they believe it is supplying a need and that they are glad of it. The editor of the Elgin Daily Courier, writing on the possible establishment of a state newspaper in Massachusetts, says: 'The Hub is now the home of one ideal newspaper, The Christian Science Monitor, and for a bright, progressive, interesting, and entertaining daily, with all the questionable news and features eliminated, the Monitor is a standard difficult to equal.' This is only one of many similar comments. A woman editor in this city, possibly a member of your association, has said: 'The Christian Science Monitor is a truly exemplary model for a medium of current events and clean reading. I wish there were more such.' The chairman of this meeting has been kind enough to express her admiration for the paper and her thanks to its editors. Some time ago a medical journal said of the Monitor: 'While it follows the general plan of other dailies even the casual observer is struck at once by the character of advertising. The "patent medicine" display and "quack doctor" advertisement are absent. So are the alluring promises of the get-rich-quick schemer, the promoter and the faker.' Clean journalism necessarily includes clean advertising, and the patrons of the Monitor are beginning to understand that they are protected from imposition by its clean advertising policy.

"You may ask whether such a paper could have become successful from a business point of view if published under other auspices. I do not know. The fact remains that the Monitor is succeeding. Whether it could have succeeded without the kind of support given it, I cannot say. What has been done once can be done again. There are other and older religious denominations. If they chose to do so they could follow the example of Christian Scientists in this respect. There are individual publishers whose capital is large, whose ability is great, and whose ideals are high. They could try the experiment of publishing a clean paper if they felt so inclined, and I am optimistic enough to believe that they would succeed. Already there are many signs of improvement in the making of papers, and for these we should be grateful. One of our Chicago morning papers now bears the legend, 'All the news that is clean.' One of our evening papers has recently excluded from its columns a certain line of objectionable advertising. These are good signs, and there are more to follow. The movement in the direction of improved newspaper methods has begun and will continue until the public will not tolerate anything but a clean paper. In leading the way to better things, the Christian Science Monitor stands not as a reproach to newspaper editors, but as an encouragement to them.

"Members of the Illinois Woman's Press Association, the Monitor is your friend. It stands for equality of the sexes in politics, in the home, and in the press. I quote as follows from a recent Monitor editorial on the subject, 'Journalism in the Schools,' about which we are hearing so much of late:

"'The new school of journalism at Western Reserve University is to know no sex line. This is sensible. The sooner sex equality in suffrage comes, with all that it implies as to woman's civic service, the more immediate the demand for a better equipped type of woman journalist.'

"In closing, let me ask of you one thing. I need not tell you that the press constitutes the greatest single agency for good or evil in the world. You all know that its message reaches millions where that of the pulpit reaches thousands. Just think of the responsibility that fact implies. You are helping to make newspapers. You are either helping to make them good or to make them bad. Let me ask you to do what you can to at least make them better. Consider for a moment that your effort, though it may seem small, is like the pebble dropped into the placid water of a mill pond. The ripple it causes touches every shore. Consider for a moment that the effect of your work is universal. Think of its possibility for good. Remember that the effort that you make to improve the condition and lighten the burden of humanity reaches in its effect the earth's remotest bounds. Let your thinking and your writing be along lines that are constructive. Let your work be for the uplift and advancement, the education and enlightenment of mankind. This will make your work worth while."

Editor Keeley Talks

"Suppression of news is the high treason of journalism. When a newspaper starts publishing, it makes an implied contract with the people of that community to print all the news and not to suppress any. A paper which holds back the news cannot be a respected paper. It is usually owned or controlled by politicians who use it for their own individual interests."

So said James Keeley, editor-in-chief and general manager of the Chicago Tribune, in an address on the modern newspaper last month at the University of Wisconsin, in which he told of the new field being filled by the newspaper of today.

"Many maintain that publishing crime makes more evil doing, but I think that publicity is the greatest deterrent to crime. Many who do not fear the law, have a wholesome dread of the publicity of their crimes and of public opinion. Some have come to me and begged me not to publish their crimes, but I feel that an editor's duty is rather to the community than to the individuals.

"This is not heartlessness, but the man in charge must be an impersonal judge and perform his duty to the people as a whole.

"Social service is the chief aim of a successful newspaper of the present day. An enterprising paper tries to print what people want, and this personal service is the keynote of success.

"There are some old, firmly established papers, especially those of Boston and Baltimore, which are limited by custom, and are content to act as merely mirror, photograph and camera. These papers are successful financially, because they have the same unwavering subscription but they are a mere shadow of what a paper should be.

"A real newspaper has outgrown the looking glass stage; it ceases simply to reflect the public or the individual. Its work now is social service. Its real mission is accomplished when it exerts the same influence over the public that the priest does over his flock. The paper helps fight for a clean city and home; it urges people to swat the fly as well as the crook.

"When I engaged Laura Jean Libbey for a sum greater than that paid a cabinet minister, many thought I was crazy, and letters of protest came pouring in from women's club's and friends of the working girl, all stating what an evil influence her articles would have.

"But working girls who had no one to whom they might go for advice, came to Miss Libby. In a little over two years she has received about 50,000 letters which deal with many human problems. Through her, girls have been prevented from taking false steps, and many homes have been saved. Miss Libby makes many readers and goes ahead doing good."

Mr. Keeley then explained how he had hoped to prevent women from using harmful cosmetics by having a "beauty department" where Lillian Russell might advise them. "Her advice is that the cleanliness of body and the cleanliness of soul are the very heart of beauty," he said.

"How to fight the increased cost of living," and "How women may earn money at home" are other social problems with which Mr. Keeley's paper deals.

"A health department, conducted by Dr. Evans, has been installed also," continued Mr. Keeley. "Here Dr. Evans explains the evils of unsanitary alleys, garbage piles, and unlighted hallways. This department has become so popular that other newspapers are now crusading for medical editors.

"But there is another side to the newspaper business. No man can serve two masters; so it is hard for a newspaper to serve people with divergent opinions. The newspaper motto should be: 'No prejudice in religion, politics, organized labor or wealth.' Private opinions from accounts of public meetings and discussions should be barred. But this is not always the case, because human frailty and infirmity enter here.

"Honesty should be as much a part of the newspaper business as of any other. Dollars should not supersede duty. A paper cannot pose as a leader of public opinion if it is owned or controlled by politicians. The day of political control is passing. Honesty is the purpose and backbone of the present day newspaper. People want the truth. A paper's reputation for reliability is really what makes it.

"A good newspaper man must be a trained observer and a human phonograph so he may reproduce what he hears correctly. The main trouble for the reporter is that his obvervations are usually based on what people say and there is always a great divergence of opinion. Each piece of news calls for some decision. A successful newspaper man must have a prophetic sense and weigh circumstances.

"Publicity is essential to make a success in any kind of modern business. The value of advertising has been tested many times. The greatest newspapers not only gather and disseminate the news but exercise great care over their advertising. Certain kinds of advertising are not accepted, such as those of loan sharks and of patent medicines. This is another step toward social welfare. Large space is given to community advertising. Advertising is really nothing but news.

"A real newspaper man sticks to the business because he loves it. It gives him a chance to see life in all its phases. His pen, when wielded rightly, can become a sword for good.

"For anyone to become a successful newspaper man, he must cultivate the art of observation and express what he observes with accuracy. He must be impartial and honest, and then, if he has any aptitude for the business, he will make a success. He need not be a fine writer, but this does not mean that his writings must lack life and color.

"Brevity is an art of the paper trade. There is no space to waste words in a paper. Besides the present high cost of white paper, as well as the fact that people have no time to read much, both argue for brevity. A reporter should suppress his opinions; no one cares for them. All confidences must be regarded as sacred.

"Accuracy is the keynote. No newspaper cares for historical or literary allusions, but it likes to say in its headline, 'If the So and So prints it, it's so.'"

* * *

A folder in German by an American railroad is quite out of the ordinary, but such a one has been issued in recognition and appreciation of the 31st Bundesturnfest to meet in Denver in June.

This folder not only describes the city and enumerates the points of interest but contains also a map of the city of value to all Turner delegates and visitors. A description of many of the resorts and scenic attractions, beautifully illustrated, is also featured in the souvenir folder. Coats-of-arms of the United States and Germany go to make up a most striking cover. The enterprise of the railroad company in getting out a folder in German will be greatly appreciated by the members of the American Gymnastic Union.

Newspapers Only Source of Information for Average Voter

"Colored" News More Harmful Than Adulerated Food, Says Prof. W. G. Bleyer

"The newspaper, in reporting the events of the day, constitutes practically the only source of information for the average voter concerning the various social, economic, and political questions upon which he must vote. The rapidly increasing tendency of citizens to vote regardless of party affiliations, and the extension of methods of direct law-making, by means of the initiative and referendum, demand that citizens have accurate information on men and measures. Any influence that tends to affect the accuracy of the facts concerning current events thereby tends to affect the basis underlying the opinions and decisions of the voters. Upon the accuracy of the newspapers in matters of news, therefore, depends to a great extent the character of our government. The suppression or distortion of news by newspapers for any reason whatever ceases, therefore, to be a private matter and becomes a question of public policy."

So said Prof. Willard G. Bleyer, head of the course in journalism at the University of Wisconsin, in an address on the "Function of the Newspaper," recently, before the students of Beloit College.

"Like common carriers, such as railroads, the newspapers have a public function as well as the private one of making money, and that public function is to furnish news, the commodity in which they deal, in complete and accurate form.

"News adulterated and colored is as harmful to the opinions of newspaper readers as impure and poisonous food is to their physical constitutions. Before pure food legislation prohibited the adulterating, coloring and misbranding of food, the buyer was at the mercy of the unscrupulous manufacturers, just as the newspaper reader now is at the mercy of the few unscrupulous newspaper makers. Although public sentiment has demanded laws to prevent impure food, it has not insisted that its food for thought on political and economic questions be furnished uncolored by the newspapers.

"A generation ago government regulation of railroad rates, food stuffs and competition in business was regarded as unjustifiable interference with personal liberty. Today any government interference with newspapers is considered as an attack on the freedom of the press. Is it not possible that the next generation may see every newspaper in this country compelled by public sentiment, if not by legislation, to give the complete and unbiased report of every event of general interest?

"Newspaper faking often appeals to the young reporter as clever and commendable, particularly when he hears old newspaper men tell stories of successful 'fakes.' But every fake, whether it deceives many or few, lowers both the newspaper that publishes it and newspapers generally in the estimation of all who know that it is false. Thus the value of the press as a source of reliable information is seriously impaired. From whatever point of view faking is regarded, it is indefensible. It hurts the guilty writer; it hurts the victim of the fake; it hurts the newspaper that publishes it; it hurts journalism generally.

"If reporters and correspondents realize that every story they write not only affects themselves, their newspapers, and the persons they write about, but also contributes toward forming the readers' opinions, they will consider carefully whether or not they can afford to permit haste or carelessness to impair the completeness and accuracy of their work."

Profit Sharing

Plan Adopted by the J. W. Butler Paper Co.

IT is wise and just that employes should share, with owners, in the profits of a business, but it is difficult to ascertain just what ought to be counted as actual, permanent, net profits to be divided. In the natural order, all cost, including wages and salaries, all overhead expenses, interest on capital, risks, losses, compensation to owners for management of business, insurance, wear and tear and depreciation on cost of replacement, necessary increase of capital to keep up with the demands of an expanding business, must be met or provided for, otherwise the business itself would soon be destroyed or its healthy development, equally important to owners and employes, would be checked. Every business must grow, or else depreciate, to the loss of both capital and labor or employment. The business must be protected. Some of these matters are difficult to deal with, when it comes to the dividing of profits of one year — while there may be a loss the coming year — with employes who are never expected to share in the losses of the invested capital, only so far as, possibly, as through non-employment or a decrease of wages; the first involving further loss of capital to the investors, but possible of being saved to employes by other employment, and the latter, the decrease of wages, nearly always being looked upon by employes as an injustice or a very great hardship.

However, after long consideration, Frank O. Butler, president, and J. Fred Butler, vice-president, of the J. W. Butler Paper Company, worked out a plan, based on allowing six per cent interest per annum on the capital invested, and divided $60,000 among employes.

The National Printer-Journalist, recognizing the importance and interest of such an arrangement, sought information, and in an interview with a representative of the J. W. Butler Paper Company, secured the following as the ideals and plans and objects had in mind and taken under consideration, in entering upon this new profit-sharing plan:

"Our corporate owners, desiring to make this business a mutual association of workers in fact, have for some time directed their efforts towards the profit-sharing plan under which we are now operating, and while in its last analysis it seems simple enough, a good many years of thoughtful consideration have been given to this question of a closer and more co-operate relationship between employer and employe.

"Every thinking business man knows it to be a vital issue and one that can be solved only by approaching it in a spirit of absolute sincerity and justice. Various plans have been conceived throughout the commercial world for the accomplishment of these greatly desired results, some we believe in successful operation, others found wanting in certain essential features. It is unquestionably true that no one general plan can be made to fit various businesses. In its last analysis the great question to be answered is whether or not a concern is sincerely willing equitably to share its earnings with its employes. Assuming that it is, the only difficult problem will be found to lie in grouping men according to their relative importance to the institution, through position, years of service, etc., and this grouping is best accomplished or arranged by a competent committee, each one of which committee should be himself a worker. Herein is where no two businesses are exactly alike, there being such a vast difference between the various lines of trade as well as different systems within the same line of trade. For instance, some depend upon advertising as their chief sales medium, others on personal solicitation, others again on varying degrees of a combination of both. We regret that your inquiry should have come to us before a complete development of our idea, but, summarized, the real pith is simple enough in the points named, viz: First, the sincere wish of the institution on the profit-sharing question; second, a proper grouping of all workers from the president down. These points being satisfactorily covered, there are many different plans that will be found practical for a work-out of the details, and the amplification of the idea, to the end of covering lean years, pension and sick funds, etc."

The plan had been carefully worked out under these principles, with no notice to employes, then, letters were sent to all employes, at their several homes, stating that their respective shares of last year's profits would be placed in their pay envelopes the following Saturday. The amounts were distributed and there was joy in the home of every employe of the J. W. Butler Paper Company.

Any employe who had been in the service for at least one year was made eligible for one-third of a share. An employe of three years was given a full share.

Assuming that at the end of three years' service the employe's salary has been substantially increased, the officials have decided that one share shall be the maximum to which any worker is entitled in order to do justice to new employes. The amount given to each employe is based upon his salary, length of service and the expense incurred in maintaining that individual's department.

The Chicago Record-Herald, in commenting on this new and commendable plan of profit-sharing, said:

> The Butler Paper Company, located at 221-229 West Monroe Street, was established in 1841. Ever since that time it has gained a reputation for its loyalty to employes. Eight years ago nearly fifty of the employes became entangled in the clutches of "loan sharks" and their salaries were attached. Instead of aiding the "loan sharks" by discharging their victims, the officials of the concern summoned the unfortunate men, heard their stories and then effected a settlement of the loans.
>
> **Good for All**
>
> "I believe that this profit-sharing plan should be adopted by every business establishment," said J. Fred Butler at his home in Oak Park. "It curtails expenses, creates higher efficiency among the employes and increases the volume of business. Everyone in our employ will take up work knowing that he is a partner in the business, that if he is economical the expenses of his department will be lowered and that if he builds up the sales his pocketbook will receive a proper share."

* * *

ILLINOIS PRINTERS' COST CONGRESS

The printers of Illinois are going to hold their second annual cost congress and convention at Springfield on June 13 and 14. This was decided upon at a meeting of the Illinois Ben Franklin Club on the 19th instant, at the Sherman House, Chicago.

President Frank B. Brown of Peoria, Vice-president G. C. Cockerton of Danville, A. J. Barnes of Springfield, E. C. Finch of Aurora, Gerald B. Franks of Peoria, Julius C. Kirchner, Henry Allen, Secretary Ed E. Sheasgreen of the Ben Franklin Club of America, and Secretary Frank R. Brines of the Chicago Ben Franklin Club, were present and discussed the question of the advisability of holding a congress. The success of the first convention at Peoria last May prompted the meeting to unanimously decide to make an effort to eclipse, if possible, the achievements of 1912.

A. J. Barnes, representing the printers of Springfield, tendered on their behalf an invitation for the congress to be held in the capital, and it was unanimously decided to accept the invitation.

It was resolved to invite the Ben Franklin Club of St. Louis and all other printers' organizations in Illinois to unite in making the convention a huge success from every standpoint, irrespective of party affiliations.

A committee on arrangements, consisting of President Brown, A. J. Barnes and Henry Allen, subsequently met and outlined a programme. Governor Dunne will be invited to open the convention, and State Superintendent of Public Instruction, Francis G. Blair, will be asked to speak, as also Earl R. Britt, St. Louis; R. T. Duncan, of St. Louis; President W. J. Hartman of the Ben Franklin Club of Chicago; Harry Knotts, of Illiopolis; Dan Baker of the United Typothetae of America, and other prominent organization men.

A School of Estimating and Instruction in Cost Finding will be given, in charge of Secretary Ed. E. Sheasgreen of the Ben Franklin Club of America, assisted by some well-known cost experts.

There will be a short social programme arranged, and on Friday night a banquet will be held at the Leland Hotel, which will be the headquarters of the convention.

* * *

The Missouri, Kansas & Texas, Wabash, Frisco, Missouri Pacific, and Chicago & Alton railroads will issue transportation, payable in advertising, this year to Missouri editors and members of their families to attend Journalism Week, May 12-16, at Columbia. Application for such transportation should be addressed to the general passenger agents of the railroads.

* * *

THE SMELL OF PRINTER'S INK

You may speak of all the spices
From the Islands of the Sea;
Of the fragrance of the lily
Or the sweet magnolia tree;
Of the banks of sweet wild flowers
Growing by the river's brink,
But to me, they're not so pleasing
As the Smell of Printer's Ink.

From the printed page before me,
Comes that odor known so well,
Bringing memories of pleasures
And of tales I love to tell;
Of the days of stick and apron,
(Of them still I love to think)
And the friendships then begotten
Midst the Smell of Printer's Ink.

From the ever-busy "news-room,"
Where the "lino" slugs were cast,
To the hot and noisy press-room
With its wheels all flying fast,
Through the editorial precincts,
Where the "cub" reporters winked,
To the counting room and office,
Came the Smell of Printer's Ink.

Thus, through every nook and cranny,
Was it wafted to and fro,
And for years I lived and breathed it
And I learned to love it so,
That with open page before me,
Now, I'm drawn by memory's link
Back to scenes long since deserted,
By the Smell of Printer's Ink.

—Roscoe E. Haynes, Fairport, N. Y.

REVIEW OF JOB PRINTING

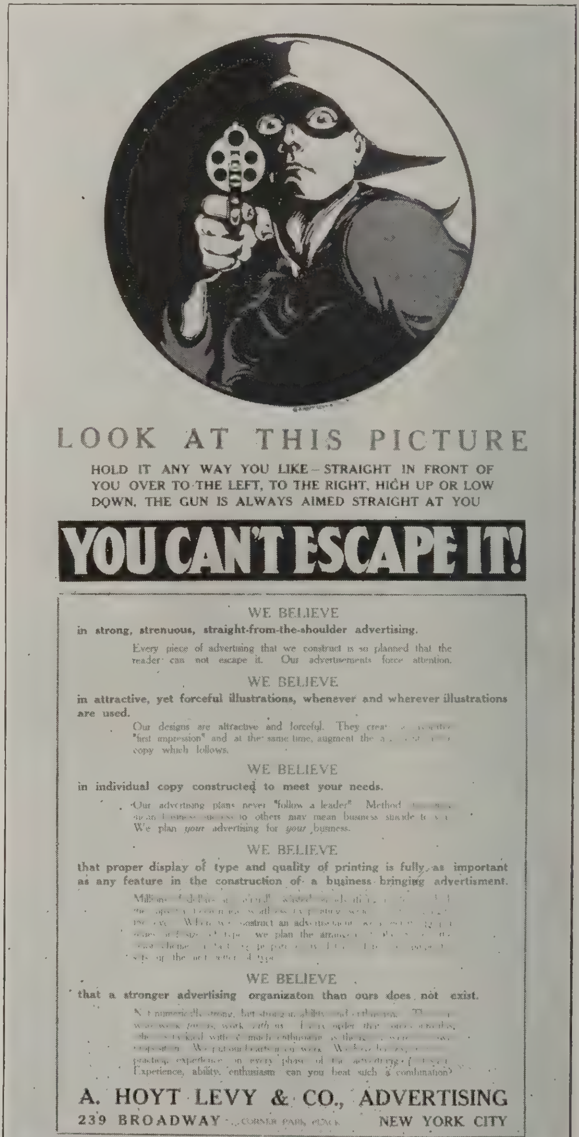
Address All Communications to E. S. HANSON, 440 S. Dearborn Street, Chicago.

MANY a printer will go to the boss to ask for additional equipment and up-to-date supplies and will be told that the business does not warrant purchasing them. Of course, there are some printers who ask for more than a business will justify; but many of these things could be secured and easily paid for if more businesslike methods were used in the administration of the office. I have at times rather resented the implication that printers are poor business men, but am inclined to believe it since hearing a story of one of them the other day. This man, while he had his shop full of work all the time, and at fairly satisfactory prices, felt that his equipment was not sufficiently modern, and spent $1,500 to bring it up to date. This enabled him to turn out his work at a lower cost than had been possible before; and as his customers were very evidently satisfied with his prices, as shown by the fact that they kept him busy most of the time, he would certainly have been justified in keeping his prices up to his present schedule, at least until he recovered the $1,500 which was spent in the improvements. This he did not do, however, but immediately reduced the selling prices of his product, evidently on the assumption that the employing printer was entitled to only a certain percentage of profit above the cost, no matter how he might be able to reduce that cost by improved methods and equipment. Of course, where new equipment is put in in order to allow the printer to meet competition, the case is entirely different; for in such a case it is presumed that the printer is not able to keep his shop busy at the prices which he is compelled to charge, and the return on his additional investment comes to him in the shape of increased work when his prices are lowered.

✣ ✣ ✣

I am glad to receive the portfolio of illustrations from the Barnes Crosby Company showing the various methods of half-tone treatment which can be utilized by printers. I shall keep these illustrations in my desk to refer to occasionally when I am in doubt as to the correct treatment of a half-tone, and would suggest that other printers who have much illustrating to do might well do the same.

I have devoted much more time than was necessary for the purpose of this review, to reading a booklet sent out by A. Hoyt Levy & Company, 239 Broadway, New York. These people are in the business of writing and placing advertising, and have proven their fitness for the work by this most interesting and attractive piece of publicity matter for themselves. The book contains reproductions of advertisements which this firm has designed, also letters from the clients thus served, together with



LOOK AT THIS PICTURE

HOLD IT ANY WAY YOU LIKE—STRAIGHT IN FRONT OF YOU OVER TO THE LEFT, TO THE RIGHT, HIGH UP OR LOW DOWN, THE GUN IS ALWAYS AIMED STRAIGHT AT YOU

YOU CAN'T ESCAPE IT!

WE BELIEVE

in strong, strenuous, straight-from-the-shoulder advertising.

Every piece of advertising that we construct is so planned that the reader can not escape it. Our advertisements force attention.

WE BELIEVE

in attractive, yet forceful illustrations, whenever and wherever illustrations are used.

Our designs are attractive and forceful. They create [illegible] "first impression" and at the same time, augment the [illegible] copy which follows.

WE BELIEVE

in individual copy constructed to meet your needs.

Our advertising plans never "follow a leader." Method [illegible] business success to others may mean business suicide to [illegible] We plan *your* advertising for *your* business.

WE BELIEVE

that proper display of type and quality of printing is fully as important as any feature in the construction of a business bringing advertisment.

[illegible]

WE BELIEVE

that a stronger advertising organizaton than ours does not exist.

Not numerically strong, but strong in ability and enthusiasm. [illegible] Experience, ability, enthusiasm—can you beat such a combination?

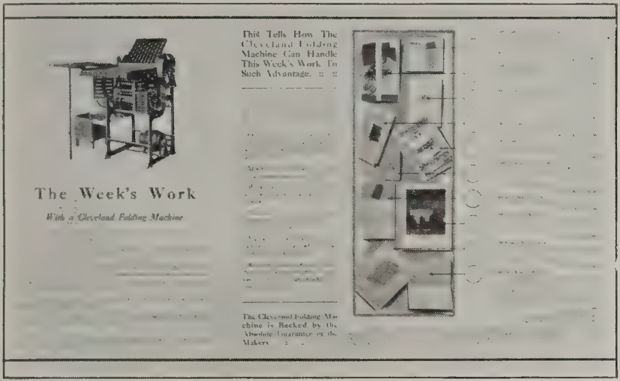
A. HOYT LEVY & CO., ADVERTISING

239 BROADWAY CORNER PARK PLACE NEW YORK CITY

a most interesting and well-written running comment on these advertisements and on the entire advertising proposition in general. Every page has been given careful attention, not only by the writer but by the artist, the compositor and pressman; and when the general public comes to understand that it takes a combination of all of these to make a perfect piece of work, we shall have more publicity matter like this with which no fault can be found.

✣ ✣ ✣

I want to call attention to a little folder sent out to advertise the Cleveland folding machine as being an especially effective piece of printing as well as ad writing. The long panel illustration is a halftone, with the arrows and circles printed in orange over it. This is a method which can frequently be adopted by many printers, the circles, arrows and rule all being foundry product.



The Week's Work

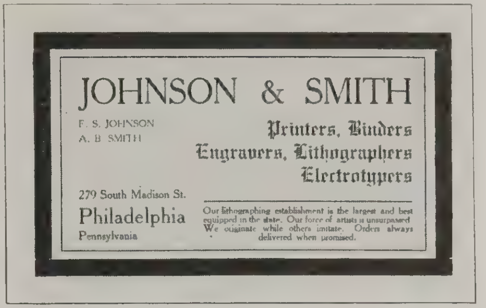
With a Cleveland Folding Machine

This Tells How The Cleveland Folding Machine Can Handle This Week's Work To Such Advantage.

The Cleveland Folding Machine is Backed by the Absolute Guarantee of the Makers

✣ ✣ ✣

Ernest Edwin Adams sends another lot of beautiful work from the printing department of the Toronto Y. M. C. A. This work is so well designed, so clear cut, so thoroughly craftsmanlike, that I am delighted to see it. I am reproducing one of these separately and a number of others in a group, the Johnson & Smith card being shown by itself in order to emphasize the method by which the border was worked out in two colors. Many printers believe that if they want a two-color border they must secure one which was designed for two colors from the type foundry. This is not always necessary, as Mr. Adams shows. He has taken an ordinary plain 12-point rule and worked his color with that, first running his border over it in black with the type matter. Some of the other jobs are worked in the same manner, but the method of doing it can be seen to better advantage on this Johnson & Smith card.



JOHNSON & SMITH

F. S. JOHNSON
A. B SMITH

Printers, Binders
Engravers, Lithographers
Electrotypers

279 South Madison St.
Philadelphia
Pennsylvania

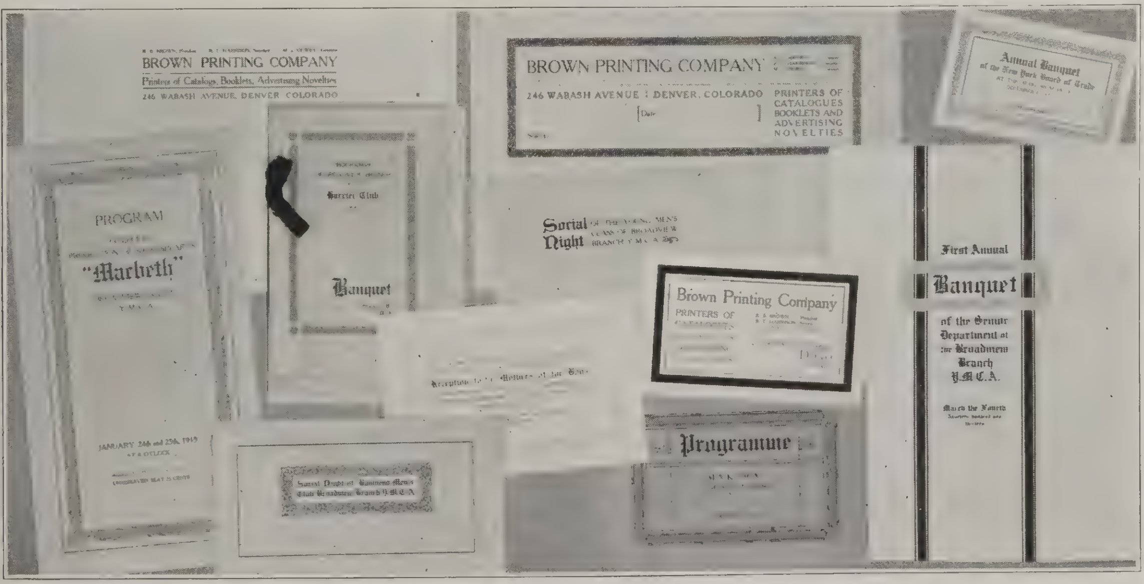
Our lithographing establishment is the largest and best equipped in the state. Our force of artists is unsurpassed. We originate while others imitate. Orders always delivered when promised.

✣ ✣ ✣

I have from F. Inden, 5658 Loomis Street, Chicago, a number of tags printed by him at the plant of the American Tag Company. These are all well printed, but give the compositor little opportunity for originality, as they are nearly all of them printed mainly from plates.

✣ ✣ ✣

Just a few days ago I was wondering what had become of our old friend, J. C. Hood, of Asbury Park, N. J., and in almost the very next mail came a little booklet from him showing his residence at 1110 Sunset Avenue, Asbury Park. He seems to

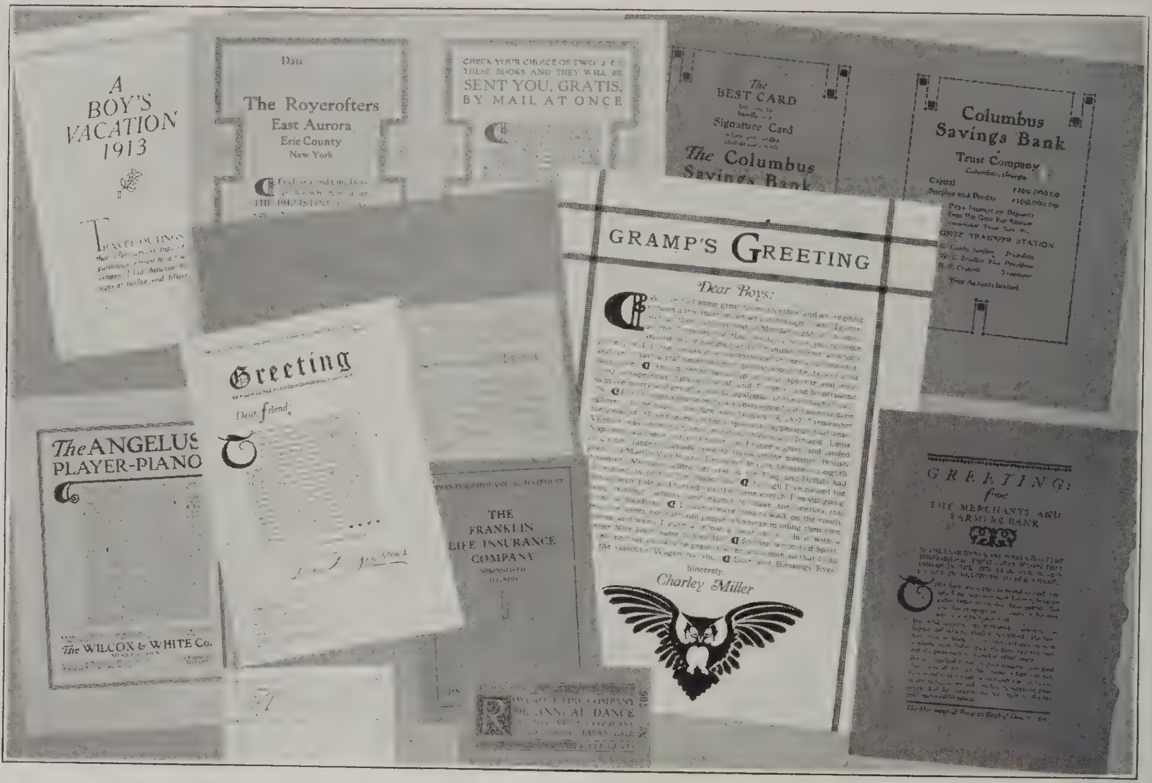

BROWN PRINTING COMPANY
Printers of Catalogs, Booklets, Advertising Novelties
246 WABASH AVENUE, DENVER COLORADO
BROWN PRINTING COMPANY
246 WABASH AVENUE : DENVER, COLORADO
PRINTERS OF CATALOGUES BOOKLETS AND ADVERTISING NOVELTIES
Date
Annual Banquet
PROGRAM
"Macbeth"
Harrier Club
Banquet
Social Night
Brown Printing Company
PRINTERS OF
First Annual
Banquet
of the Senior Department at the Broadview Branch Y.M.C.A.
March the Fourth
Programme

Some Admirable Specimens from Brown Printing Company, Denver, Colo.

be going to leave for the summer, however, as the circular offers his home for rent during the summer season. The house looks as though Mr. Hood were prospering, as he certainly deserves.

* * *

I have received some more delightful work from Axel Edward Sahlin of the Roycroft Shop, East Aurora, N. Y. One of the pleasing things about this work is the admirable selection of stock for each job. I was going to call particular attention to one or two of the pieces, but there seems to be scarcely one of them deserving of praise above another, they are all so eminently satisfactory.


A BOY'S VACATION 1913
The Roycrofters East Aurora Erie County New York
CHECK YOUR CHOICE OF TWO OF THESE BOOKS AND THEY WILL BE SENT YOU, GRATIS, BY MAIL AT ONCE
The BEST CARD
The Columbus Savings Bank
Columbus Savings Bank Trust Company
GRAMP'S GREETING
Dear Boys:
Sincerely, Charley Miller
Greeting
The ANGELUS PLAYER-PIANO
The WILCOX & WHITE Co.
THE FRANKLIN LIFE INSURANCE COMPANY
ANNUAL DANCE
GREETING: from THE MERCHANTS AND FARMERS BANK

* * *

It is usually the custom for charitable and philanthropic societies to get out their printed matter in as plain, uninteresting and inexpensive type as possible. I am glad to notice that the United Charities of Chicago has departed from this custom in a little booklet before me. It is on a handsome white rough book stock of the Fairfield type, printed in black and red and in a double deckle-edge cover. A specimen page shown herewith will give an idea of the typographic excellence of this book.

* * *

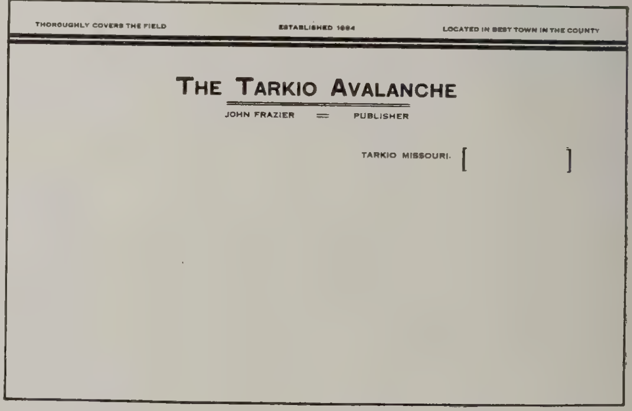
A little leaflet has just come to me from Barnhart Brothers & Spindler describing a chase and form rack. I have not as yet looked into the merits of this rack, which is doubtless all right; but the first page of the leaflet has caught my eye and appeals to me as being a first-class piece of composition. I am therefore, showing it for the benefit of other printers. This little incident, by the way, illustrates how a good piece of printing will attract and hold the attention while otherwise the advertising matter might go immediately into the waste basket.

* * *

I have been glad to look over a booklet containing a little sermon entitled "What Shall It Profit You?" by Mr. Edward P. Mickel, secretary of the Nashville Typothetae. Aside from containing some first-class philosophy on the subject of the selling of printing, it is a handsome piece of work in itself, being on buff Fairfield stock printed in brown, and in a most attractive double cover.

* * *

I am showing the letterhead of the Tarkio Avalanche, of Tarkio, Mo., which appeals to me as being very satisfactory. The only suggestion I would make would be to draw in the line "John Frazier, Publisher," instead of having the words so widely separated.



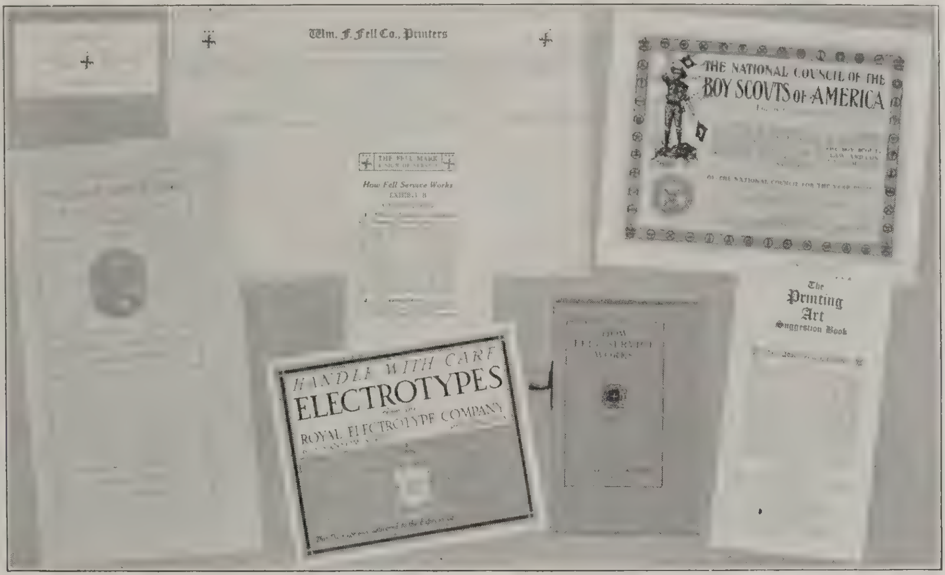
THOROUGHLY COVERS THE FIELD | ESTABLISHED 1884 | LOCATED IN BEST TOWN IN THE COUNTY

THE TARKIO AVALANCHE

JOHN FRAZIER = PUBLISHER

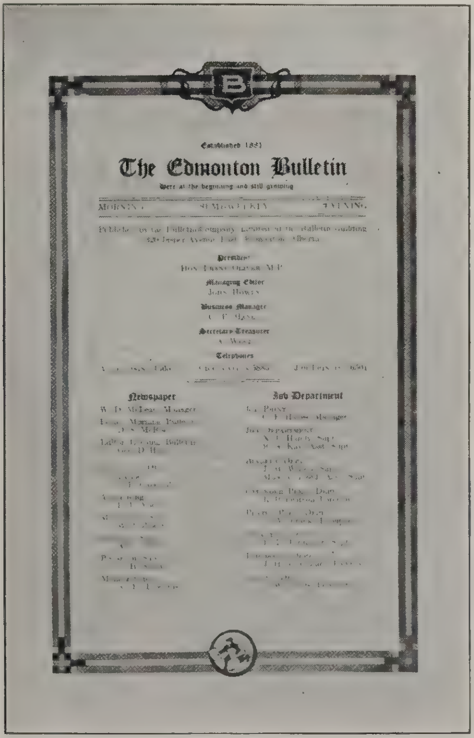
TARKIO MISSOURI. [ ]

I have two lots of work from W. Arthur Cole, with the Wm. F. Fell Company, Philadelphia. One of these is a membership certificate of the Boy Scouts of America, which is exceedingly well done. The same comment, however, applies to all of the work. I like especially the little booklet entitled "How Fell Service Works," being a little advertisement for Mr. Cole's own firm. The Masonic program and menu is also unusually good, and the bill head for the Fell Company is without fault.


Wm. F. Fell Co., Printers
How Fell Service Works
THE NATIONAL COUNCIL OF THE BOY SCOUTS OF AMERICA
HANDLE WITH CARE
ELECTROTYPES
ROYAL ELECTROTYPE COMPANY
The Printing Art Suggestion Book

⁂

I have a program of a "Get Together" luncheon of the Edmonton Ad Club, Edmonton, Alberta.



Established 1881

The Edmonton Bulletin

Here at the beginning and still growing

MORNING SEMI-WEEKLY EVENING

President

Hon. Frank Oliver, M.P.

Managing Editor

John Howey

Business Manager

Secretary-Treasurer

Telephones

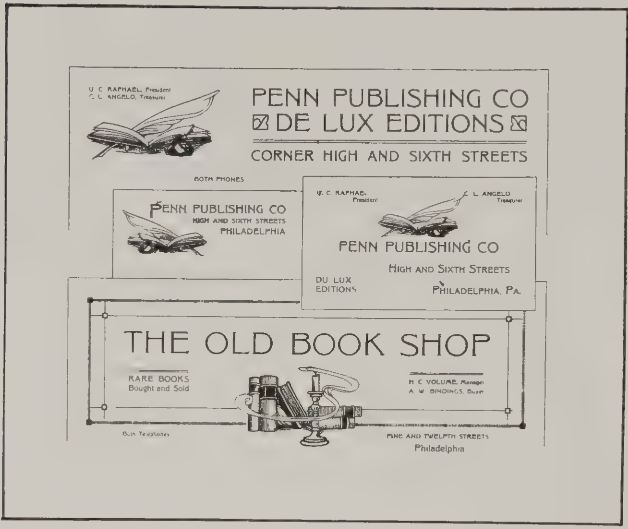
Newspaper

Job Department

This particular luncheon seems to have been devoted entirely to the entertainment of the staff of the Edmonton Bulletin, and two miniature reproductions of early issues of the Bulletin are enclosed with the program. A specimen page of this program is here shown.

A recent booklet sent out by the J. W. Butler Paper Company advertises their justly celebrated Snowflake enamel. This booklet shows the adaptability of this paper to text pages and various classes of illustrating, both in black and white, and colors. It is inclosed in a cover of heavy Advertisers cover stock, and this cover is reproduced herewith. It is a facsimile of a water-color painting and was reproduced on this rough cover stock by the photo-offset process in nine printings, the colors being yellow, orange, brown, black, light blue, dark blue, pink, purple and gray.

The Keystone Type Foundry has just sent out a specimen book on its Artline series, showing various sizes in extremely agreeable combinations. The page here reproduced will give an idea of the adaptability of this type to commercial work.


U C RAPHAEL, President
C L ANGELO, Treasurer

PENN PUBLISHING CO
DE LUX EDITIONS
CORNER HIGH AND SIXTH STREETS

BOTH PHONES

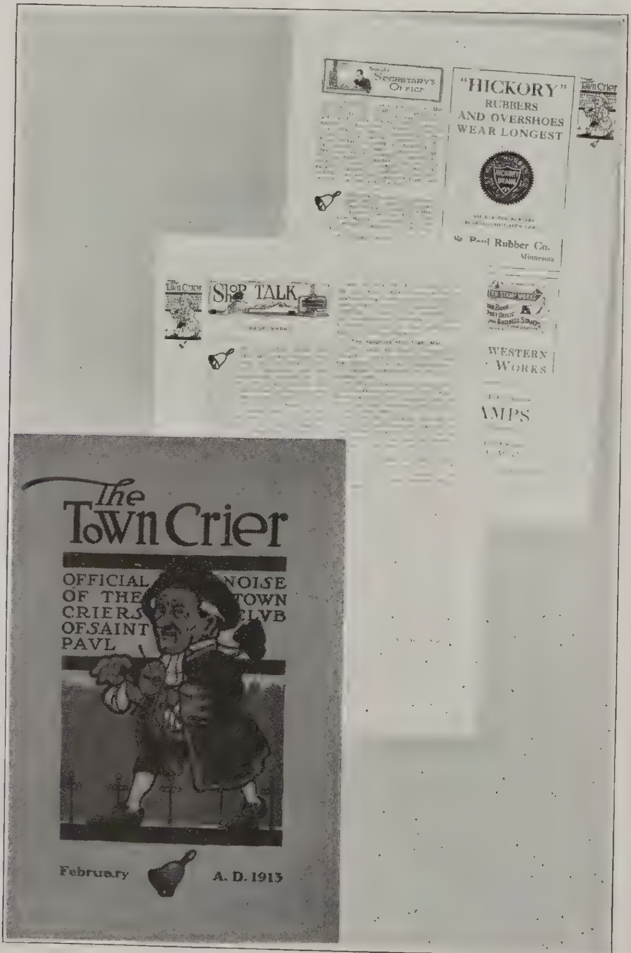
PENN PUBLISHING CO
HIGH AND SIXTH STREETS
PHILADELPHIA

U. C. RAPHAEL
President
C L ANGELO
Treasurer
PENN PUBLISHING CO
HIGH AND SIXTH STREETS
DU LUX
EDITIONS
PHILADELPHIA, PA.

THE OLD BOOK SHOP
RARE BOOKS
Bought and Sold
H C VOLUME, Manager
A W BINDINGS, Buyer
Both Telephones
PINE AND TWELFTH STREETS
Philadelphia

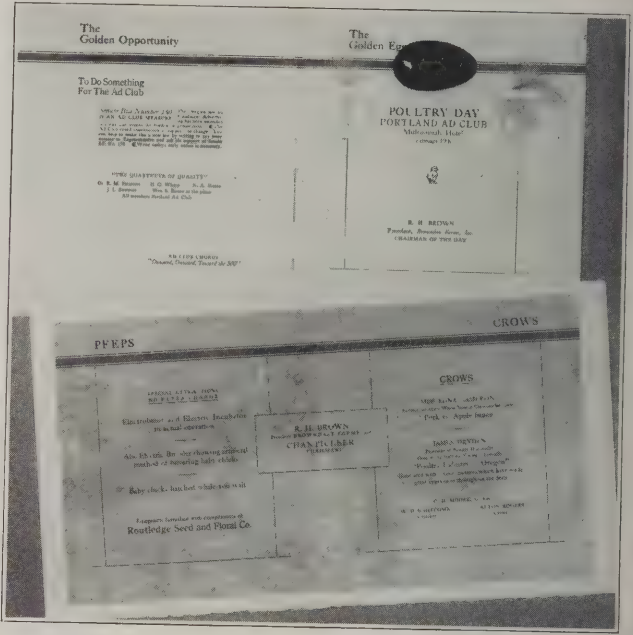
✣ ✣ ✣

A most attractive piece of work is a publication called The Town Crier, which emanates from St. Paul and is designated as the "Official Noise of the Town Crier's Club" of that city. The February number is on my desk, and while it carries a number of very well designed advertisements, the style of printing is so admirable that I doubt if the publication is really paying for itself. A couple of sample pages will show the satisfactory manner in which it is produced.

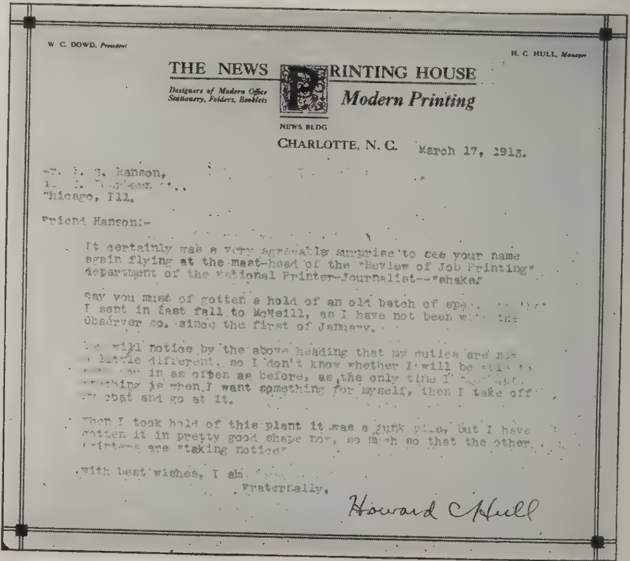


✣ ✣ ✣

H. R. Hayek, manager of the C. C. Chapman Company, Portland, Oregon, sends a program and menu produced in that shop recently for the Poultry Day of the Portland Ad Club. The letter-head of the Chapman Company states that its specialty is high grade printing, and this I can well believe.



The cover of this program has a representation of the Golden Egg — done in gold bronze, of course, and the insert is fastened in with two feathers. The reproduction will help to show the high class of this work.


W. C. DOWD, President

H. C. HULL, Manager

THE NEWS PRINTING HOUSE
Designers of Modern Office Stationery, Folders, Booklets
Modern Printing
NEWS BLDG
CHARLOTTE, N. C. March 17, 1913.

Mr. [illegible] Hanson,
[illegible]
Chicago, Ill.

Friend Hanson:-

It certainly was a very agreeable surprise to see your name again flying at the mast-head of the "Review of Job Printing" department of the National Printer-Journalist--"shake."

Say you must of gotten a hold of an old batch of [illegible] I sent in last fall to McNeill, as I have not been [illegible] the Observer Co. since the first of January.

[illegible] will notice by the above heading that my duties are [illegible] little different, so I don't know whether I will be [illegible] in as often as before, as the only time [illegible] thing is when I want something for myself, then I take off [illegible] coat and go at it.

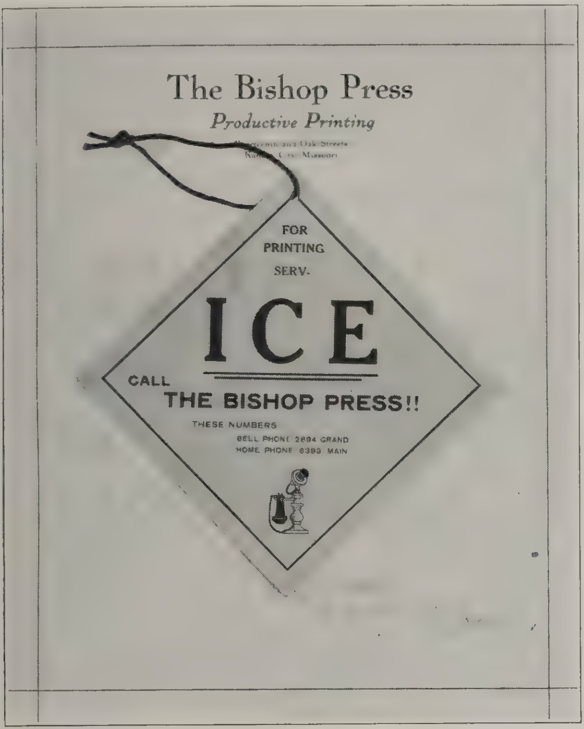
When I took hold of this plant it was a junk pile, but I have gotten it in pretty good shape now, so much so that the other [illegible] are "taking notice"

With best wishes, I am

Fraternally,

Howard C Hull

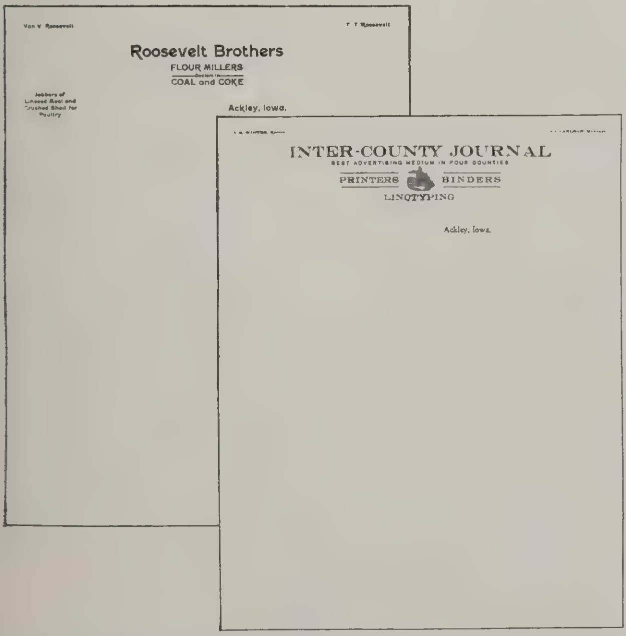
I have from the Bishop Press of Kansas City the second number of Bishop's Teeny Book, and find it so attractive that I am sorry I have not seen the first number. It is just a little bit of foolishness with a grain of philosophy thrown in, produced to advertise the Bishop Press, which it does most effectively, principally because of the excellence in which it is gotten out. The card here shown, which is intended for hanging on the telephone as a constant reminder, accompanies the booklet.


The Bishop Press
Productive Printing

FOR
PRINTING
SERV-
ICE
CALL
THE BISHOP PRESS!!
THESE NUMBERS
BELL PHONE 2894 GRAND
HOME PHONE 6393 MAIN

✣ ✣ ✣

C. J. Carlson, Ackley, Iowa, sends in a number of specimens from his office, that of the Inter-County Journal. Mr. Carlson seems to have a decided preference for two-color combinations. I trust he is getting what this kind of work is worth; though my experience has been that where two colors were used on a large majority of the work turned out of an office, especially the smaller work, such as envelopes and the like, the price was not made commensurate witth the work required. One of the best pieces of work is a letterhead for Roosevelt Brothers, although I do not particularly like this face of type for stationery. The letterhead for the Inter-County Journal is also very satisfactory.


Roosevelt Brothers
FLOUR MILLERS
Dealers in
COAL and COKE

Jobbers of
Linseed Meal and
Crushed Shell for
Poultry

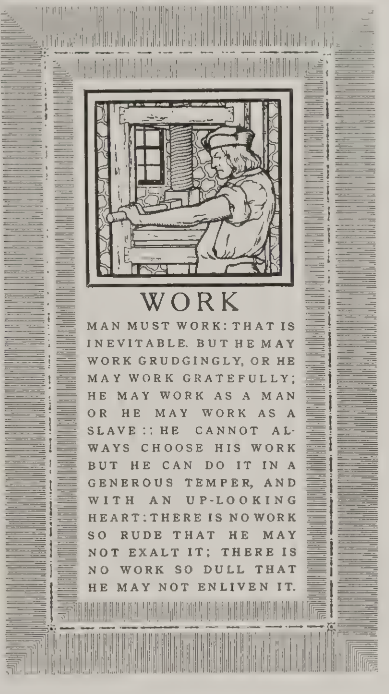
Ackley, Iowa.

INTER-COUNTY JOURNAL
BEST ADVERTISING MEDIUM IN FOUR COUNTIES
PRINTERS BINDERS
LINOTYPING

Ackley, Iowa.

✣ ✣ ✣

In almost every issue of The Apprenticeship Bulletin, published by the School of Printing of the North End Union, Boston, I find something which I am anxious to reproduce. This time it is a first page design with a heavy border of lithotint rule and conventional printing illustration, and an uplift paragraph on the dignity of labor. The word "Work" and the small line border between the two rules are in red; the rest is in blue black.


WORK

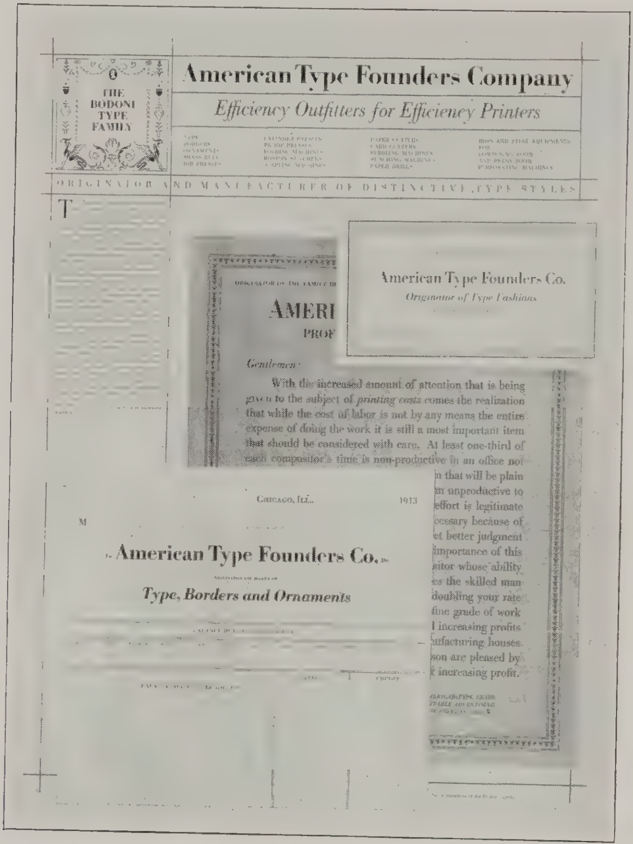
MAN MUST WORK: THAT IS INEVITABLE. BUT HE MAY WORK GRUDGINGLY, OR HE MAY WORK GRATEFULLY; HE MAY WORK AS A MAN OR HE MAY WORK AS A SLAVE :: HE CANNOT ALWAYS CHOOSE HIS WORK BUT HE CAN DO IT IN A GENEROUS TEMPER, AND WITH AN UP-LOOKING HEART: THERE IS NO WORK SO RUDE THAT HE MAY NOT EXALT IT; THERE IS NO WORK SO DULL THAT HE MAY NOT ENLIVEN IT.

✣ ✣ ✣

A booklet regarding printing plant appraisals is sent out by the Manufacturers Appraisal Company, with offices in a number of the large cities. This is an excellent piece of printing, the title page, which I am showing, being the only one which seems deserving of criticism. In my opinion the addresses at the bottom should be set in very much smaller type, allowing the name of the company to stand out more prominently and not overbalance the small amount of type at the top of the page.

✣ ✣ ✣

The American Type Founders Company has embodied its Bodoni family of type faces in an elaborate piece of printing which it has recently distributed to the trade. We predict that this face is destined to become as popular and as widely used as some of the other faces which this foundry has sent out. A page from this book is shown, this page being especially selected because it contains so many different sizes of the type face, as well as showing its adaptability to different kinds of work.



THE BODONI TYPE FAMILY

American Type Founders Company

Efficiency Outfitters for Efficiency Printers

ORIGINATOR AND MANUFACTURER OF DISTINCTIVE TYPE STYLES

American Type Founders Co.

Originator of Type Fashions

AMERI

PROF

Gentlemen:

With the increased amount of attention that is being given to the subject of *printing costs* comes the realization that while the cost of labor is not by any means the entire expense of doing the work it is still a most important item that should be considered with care. At least one-third of each compositor's time is non-productive in an office not

n that will be plain
m unproductive to
effort is legitimate
cessary because of
et better judgment
importance of this
sitor whose ability
es the skilled man
doubling your rate
fine grade of work
l increasing profits
ufacturing houses
son are pleased by
t increasing profit.

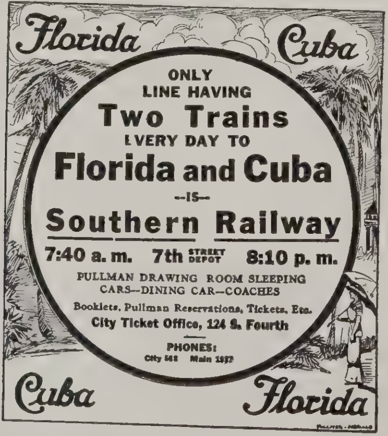
CHICAGO, ILL., 1913

American Type Founders Co.

Type, Borders and Ornaments

* * *

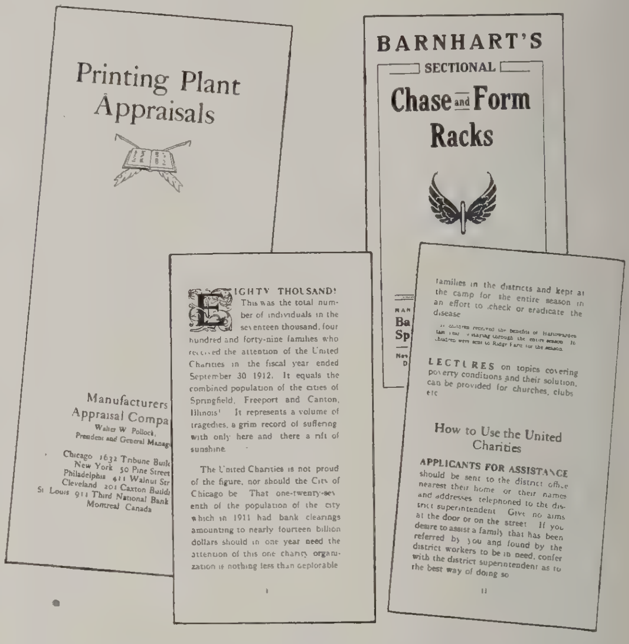
B. H. Todd, Louisville, Ky.—I am pleased to see the specimens of your advertising composition and wish to comment upon them as being good strong display. I like especially the one having the large circle in the center, this circle filled with black Gothic type, "Two Trains Every Day to Florida and Cuba, etc." I believe this class of display is especially well fittted for railroad advertising. You have used the same type on a smaller ad headed "Superior Service," but I believe there is rather too much of rule work on this advertisement to be most effective.



Florida Cuba

ONLY
LINE HAVING
Two Trains
EVERY DAY TO
Florida and Cuba
--IS--
Southern Railway
7:40 a. m. 7th STREET DEPOT 8:10 p. m.
PULLMAN DRAWING ROOM SLEEPING
CARS--DINING CAR--COACHES
Booklets, Pullman Reservations, Tickets, Etc.
City Ticket Office, 124 S. Fourth
PHONES:
City 568 Main 1937

Cuba Florida



Printing Plant Appraisals

Manufacturers
Appraisal Compa
Walter W. Pollock,
President and General Manag
Chicago 1632 Tribune Buil
New York 50 Pine Street
Philadelphia 411 Walnut Str
Cleveland 201 Caxton Build
St. Louis 911 Third National Bank
Montreal Canada

BARNHART'S
SECTIONAL
Chase and Form Racks

EIGHTY THOUSAND! This was the total number of individuals in the seventeen thousand, four hundred and forty-nine families who received the attention of the United Charities in the fiscal year ended September 30 1912. It equals the combined population of the cities of Springfield, Freeport and Canton, Illinois! It represents a volume of tragedies, a grim record of suffering with only here and there a rift of sunshine.

The United Charities is not proud of the figure, nor should the City of Chicago be. That one-twenty-seventh of the population of the city which in 1911 had bank clearings amounting to nearly fourteen billion dollars should in one year need the attention of this one charity organization is nothing less than deplorable.

families in the districts and kept at the camp for the entire season in an effort to check or eradicate the disease.

LECTURES on topics covering poverty conditions and their solution, can be provided for churches, clubs etc.

How to Use the United Charities

APPLICANTS FOR ASSISTANCE should be sent to the district office nearest their home or their names and addresses telephoned to the district superintendent. Give no alms at the door or on the street. If you desire to assist a family that has been referred by you and found by the district workers to be in need, confer with the district superintendent as to the best way of doing so.

This group includes reproductions of title page of Booklet for Manufacturers' Appraisal Company, first page of leaflet from Barnhart Brothers & Spindler, and two pages of booklet sent out by United Charities of Chicago.

W. P. Lemmer, Belgrade, Minn.—I have your two letterheads and want to say that I consider No. 1 by far the better head. This might be greatly improved, however, in a number of ways. For instance, the rules ought to run off the side of the sheet, and the type matter between the rules could be indented somewhat more. That line should also be in a smaller type, as you suggest, and either in a small black face or an italic. You should have between the two words "Winner" and "Schmitz" a single hyphen rather than three hyphens representing a dash. The colons which are used for ornaments in the line below it could well be dispensed with, and the two lines following should be dropped down another lead or two and set in a style of type with somewhat more individuality, such as a heavy face italic.

* * *

The organization of the Association of Secretaries of the printing organization, of which Mrs. Anna Harmon, of Leavenworth, Kan., is the Secretary, should have at least two meetings a year. Practical plans of doing organization work should be discussed, the "Tricks of the Trade" of being a successful secretary made known, plans laid so all local clubs could work along the same general lines, and a general boosters' meeting held.

Let every local Secretary write to Mrs. Harmon for information along this line and boost for at least one good meeting to be held at New Orleans this fall.

Secretary McElroy of Cleveland has the work of getting the mechanical pay roll information well in hand and will be all ready to report when the amalgamation of the two organizations is perfected.

Notes From the National Headquarters of the Ben Franklin Club of America

PRESIDENT W. J. Hartman, President of the Ben Franklin Club of America, and John Hastie, Vice President of the Chicago Ben Franklin Club, spent ten days at West Baden, Ind., where they put themselves in fine mettle for the spring's business.

President W. J. Hartman and the Secretary attended the Milwaukee Convention, March 7-8. Both had a part on the program. This convention was a fine one from the standpoint of educating the printer, and has been reported fully in these columns.

The Secretary of the Ben Franklin Club of America has been doing some traveling lately, having visited Minneapolis, Cleveland and St. Louis on organization business.

March 23 was spent in Minneapolis in conference with the committee in charge of the North-Western Cost Congress, which is to be held in Minneapolis, May 1, 2 and 3. This Congress is to be a COST congress only. It will be as near a school as it is possigle to make it. The program as made up will include only those subjects that have to do with COST. Among other things there will be two stereopticon lectures, one by the National Secretary, and one by Roy T. Porte, Secretary of the Cincinnati Ben Franklin Club.

The officers of the North-Western Cost Congress are: E. K. Whiting, Owatonna, Minn., President; F. H. McCulloch, Austin, Minn., Vice President; F. J. Scott, Minneapolis, Minn., Secretary; Clare Blakely, Rochester, Minn., Treasurer; Gilbert Byron, Minneapolis, Chairman Program Committee; E. M. Spencer, Minneapolis, Chairman Publicity Committee; Paul N. Myers, St. Paul, Chairman Finance Committee, and Gustave Monasch, Minneapolis, Chairman Entertainment Committee.

Tuesday, the 26th, conferences were held with the directors of the Cleveland Ben Franklin Club during luncheon hour at the Fellowcraft rooms. Business of importance regarding the amalgamation of the two great printers' organizations was discussed and favorably disposed of.

With Secretary McElroy a tour of the flooded districts was made. The wreck and ruin that the water had wrought in a very short time was beyond description.

The 27th was spent in the Chicago office and the 28th and 29th with the St. Louis Club. Here also business relative to the amalgamation question was taken up and satisfactorily settled.

Snow instead of water, was the topic of discussion among St. Louisians, for they had had their greatest snowfall of the year the night of the 27th.

At the Saturday luncheon of the Minneapolis Typothetae on the 23rd, J. D. Mullowney, of the Mullowney Printing Co., was elected to succeed "Mort" Spencer, who for so long has served the printers of the Flour City as Secretary. "Mort" has made a record to be proud of in the capacity of secretary, and served as secretary of the national meet of the U. T. A. held in Chicago last summer.

In answer to a wire from this office to Secretary C. E. Corey, of the Tri-City Ben Franklin Club of Omaha, as to the situation there among the printers, after the terrible cyclone that so nearly wrecked Omaha Sunday, the 23rd of March, word was received that all escaped except President Tostivan and wife, who were slightly injured, and whose home was damaged. No delay in the program of the Missouri River Valley Cost Congress will result.

The members of the Fellow-Craft Club of Cleveland have, in their club rooms, something to be very proud of. It is a most enjoyable place to visit and to pass away a little time visiting with printer friends or playing a game of pool. From seventy to eighty every day take their lunches there and talk shop.

The Des Moines printers are the first to perfect an amalgamation of the U. T. A. and the Ben Franklin Club of America. At a meeting March 10, held at the Chamberlain Hotel, a committee from both organizations met and decided on a plan which was accepted. The new organization is known as the Des Moines Printer Club. The officers of the organization are as follows: H. C. Meline, President; Carl K. Smith, Secretary; B. S. Harrison, Vice President; and Roy Black, Treasurer. A board of five directors was elected, the constitution of the Ben Franklin Club adopted until such time as they receive the Constitution and By-Laws of the new National organization, and the local dues set. Members who belonged to either of the National organizations are to pay dues to these organizations until the national organization shall have been perfected. A bulletin is to be published each month. All present at the forming of the new organization decided "That one local organization would be more efficient, more economical and would serve the interest of Master Printers of Des Moines better than a divided effort."

The St. Louis Ben Franklin Club would maintain a Club Room like the Fellow Craft Club of Cleveland if a suitable place could be found. Secretary Magers has tried for a long time to find a suitable place, but the kind of a place they want seems not to be had. A club room for the St. Louis printers would put them in the front ranks, and the assertion is ventured that in some way that hustling bunch will succeed in finally getting the kind of place they want.

Speaking of Club Rooms arranged after the fashion of the Fellow Craft Club of Cleveland. They are the sure thing with which to handle conditions in the large cities. It is a pleasure to find smaller cities like Columbus, O., trying out the scheme. Such places bring out the better side of men, bring them closer together, give them a better knowledge of each other, and a fellowship and confidnce is built up that can be obtained in no other way.

Fellow-craft Club Rooms are good things — push them along.

The new plan of organization that Secretary Magers of St. Louis has set in operation there is proving a winner. Each of the several divisions are working very nicely for so short a try-out . He has his mechanical pay roll information all in, having recently finished.

Monday night, the 23rd, Mr. J. Clyde Oswald, of New York, editor of The American Printer, gave his stereopticon lecture on "In the Footsteps of Guttenburg." The printers turned out in goodly numbers and were of one accord that the meeting on that night, in spite of the terrible storm that was raging, was the best held in a long time.

Word comes to this office that the Omaha Spirit is a Great Spirit that will not down, while, from Ohio, from Indiana, from Kentucky, from Virginia — from all the great flooded district of the South, the same brave, proud, honest AMERICAN spirit rises up strong — a spirit that under the very worst conditions, in the face of the most terrifying dangers — has proven time and time again that it will always win.

But the sad part of it all is — THAT OUR GOVERNMENT CANNOT, OR DOES NOT, SO PROTECT THE PEOPLE FROM THE RAVAGES OF FLOODED RIVERS THAT THIS TERRIBLE LOSS OF LIFE AND PROPERTY MAY BE A THING OF THE PAST.

Cannot the Great AMERICAN SPIRIT rouse itself to a point where IT will compel the Government to protect the people and property from engulfing floods?

When a Club gets up some announcement, or menu card that is specially fine, send copies to other secretaries. An exchange of ideas of all kinds should take place between secretaries. No one man has all the good ideas, and from some unknown source often comes an idea that will set the whole world agog.

This office received a call from Frank E. Jenks, Manager of the Master Printers Association of Calgary, N. W. T. He reports that in that young and growing Canadian city of 70,000 there are 14 plants, 8 of which are running Cost Systems. His association has an 80 per cent membership. Mr. Jenks reported that there are very good trade conditions there, but that it is hard to get first class help, even though wages are high. The Canadian printers in that part of the country have what they call the Interprovincial Master Printers Association, comprising those printers in Alberta and Saskatchewan. The cities of Calgary, Edmonton, Lethbridge, McCloud, Regina, Moose Jaw, Prince Albert and Saskatoon, are among the principal cities represented in the Inter-Provincial Association.

Mr. Jenks has been in Buffalo for four weeks with his wife, who had been taken there for a serious operation. She has recovered, and returned to their Canadian home in April.

This office is glad at all times to welcome not only Secretaries and Board of Trade Managers, but the printers themselves as they pass through Chicago on their travels about the country.

The following idea from St. Louis would be a good one for the printers of other cities to take up — boost their own city.

A neat little folder from the Ben Franklin Club of St. Louis to the buyers of printing in that territory says:

"The charge is frequently made that St. Louisians do not appreciate their city; that we are not Boosters. The first essential to civic pride is knowledge. The reason St. Louis is not valued higher elsewhere is because there is too little knowledge of its advantages at home.

"The Printing Industry has never been properly exploited. According to the last census, it employs in all its branches, including publications, one-twelfth of the total employes of the city. It has invested one-twenty-fourth of the city's total business investment. It pays one-eleventh of the total of salaries and wages paid, and the value of its output is one-sixteenth of the total of the entire city.

"The Printing Industry is represented by 382 establishments, employing 8,759 people, with an investment valued at $11,155,000, paying salaries and wages amounting to $6,240,000, and its output is valued at $17,656,000."

This is a strictly made in St. Louis proposition. St. Louis is one of the greatest cities in the country, except for the fact that we are afraid to acknowledge it. Buy all your printing in St. Louis, and help make ours an even Greater St. Louis."

* * *

DOES IT PAY TO ESTIMATE?

Mr. B. B. Herbert, of the National Printer-Journalist, delivered a brief address before the Ben Franklin Club of Chicago, Thursday, March 13, on the above topic. He prefaced his remarks by saying that he presumed that he had been called upon to talk on this subject by reason of extemporaneous remarks that he had made at the discussion at the Wisconsin State Ben Franklin Club and Cost Congress in Milwaukee.

A discussion was up as to estimating and cost of composition of newspaper advertisements and of the regular run of job work. It had been stated by one gentleman that a record had shown that the cost of composition per square inch was 5¼ cents or 10½ cents for a running newspaper column.

It developed that the actual cost varied materially and Mr. Herbert had remarked that it hardly seemed fair that one customer or advertiser should pay the same rate per square inch for composition as did his competitor, whose composition really cost three or four times as much. He then claimed that the cost of composition should always be a separate charge and that each customer should pay in addition to the other charges, or the real value of the space in the paper, the actual cost of the composition, with added profit, and that justice could not be done to either the advertiser or customer, as a rule, by advance estimates.

Someone has truthfully said that printing is the most enchanting calling, because of the variety it affords. No jobs are alike and "variety is the spice of life." However, under the old system, when losses were found to take the place of profits, the enchantment lost something of its charm and the "spice" was found to be bought at too high a price.

He showed how varied had been the estimates on jobs presented in the estimating classes where the specifications had been studied and were plainly stated. The fact is that under the most favorable circumstances, estimates of time of composition were frequently a matter of guess and the figures secured were either an injustice to the printer or to the purchaser.

Conditions of competition and the anxiety to secure work and to please the customer, especially in the case of a small office, where the customer stands over the estimator and waits for the result, are unfavorable to securing correct results, to say nothing of the psychological situation if the printer be overmastered by the anxiety and the desire of pleasing his friend and securing the work.

It has been proved over and over again that estimating, under the best conditions, must be largely a matter of opinion or guess. The true and honest way of charging for printing is to charge for the work after it is completed, a complete record having been kept by cost system.

When printers have won the entire confidence of their customers and have secured a general public reputation for honorable dealing and conscientious honesty, this method will be possible. The Stillings Printing Company of Boston have already reached this high level, as have, to a degree, other well-established plants.

Under present practices, the whole time of estimating is a loss to each office and frequently where ten or twelve offices figure on the same job, the aggregate loss is equal to the cost of the job when it is completed. So far, it has been found almost impossible to secure pay for making estimates and furnishing the necessary dummies or layouts, in fact, he said he had known of only one printer in Chicago who had been able to accomplish this.

Cyrene H. Blakely, of Blakely & Rogers, had, at one time, made out a bill for estimating, amounting to some four or five dollars, for a job on which some twelve estimates had been submitted. Of course, he did not get the job. He presented this bill to the customer, who asked for explanations and objected to the charge.

Mr. Blakely, in his bluff and good natured way, insisted that payment must be made, and secured the money.

Not only is there great aggregate loss in estimating, but the fact is that printers furnish estimates and prices, giving the prospective customer ideas as to how the work should be done with which to go forth and beat down the prices of the printer's competitor. The printer furnishes the knowledge and the brains and thus arms the customer with the means of securing lower bids.

It is dishonorable for any customer to give the prices made by any printer from whom he demands figures, yet, we all know that it is the custom to at once quote these prices in order to secure lower ones.

Estimating is a delusion and a snare and if printers would stand together on their rights, the time would soon come when work would be intrusted, with no expectation except paying a fair cost, with added profit, when the work is done. This can be done largely now with honorable men if the printer has the courage of his knowledge and convictions to stand out for what is right.

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THE PRINTER'S "DIPLOMA"

Mr. S. A. Gardner, of the Gardner Office Supply Co., Springfield, Mo., recently sent to the office of the Secretary of the Ben Franklin Club of America, the summary of costs of their 1912 business made out on Form 9-H of the Standard Cost System. For this report he received in return a highly engrossed Printer's Certificate. This beautiful document states that the holder of the same is a member of the Ben Franklin Club, has a Standard Cost Finding System installed and working thoroughly in his plant, that his business record for the year has been checked by this organization and is to the minute in every way.

On receipt of the Certificate Mr. Gardner wrote the Secretary as follows: "We have received the Printer's Certificate and have it framed and on display in our office window. We expect to place it in a prominent place in our office and value it very highly."

And why shouldn't the Gardner Office Supply Company value this Certificate — this printers' "diploma" — very highly? And why should any printer who can make good in the same way be ashamed? Nothing to be ashamed of is there? Nothing different than the doctor or lawyer or teacher does after they get their diploma, is it? or different, is it, than the bankers, hotel keepers, or druggists or other tradesmen do when they hang out signs to show they are members of a local or national commercial or trade association?

The Printer's Certificate is a mark of standing — HIGH standing in the trade, and of honest business progression. Every printer who is a member of the Ben Franklin Club of America, or of a local Ben Franklin Club, and who is operating his plant according to the dictates of a recognized modern cost finding system should have, and can have, one of these Printer's Certificates — printer's "diplomas" — hanging in the window or on the wall of his office.

For further information regarding Printers' Certificates write to Secretary Ed. E. Sheasgreen, 1110 Harris Trust Building, Chicago, Ill.

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STEPS AND MIS-STEPS IN HOME NEWSPAPER MAKING

One of the reasons why some newspapers do not prove successful is that the publisher fails to realize the need of producing a real local paper.

A generation ago, the home weekly was the only newspaper received into the home of the average suburban resident and its coming was looked forward to with as much interest as a good supper after a hard day's work or the week-end trip to the village to hear the band concert.

The coming of the rural mail delivery and the reduced rates on dailies from the larger towns and cities, has brought about a decided change and the country publisher must meet these new conditions or ultimately be forced out of business. Not only must he provide his readers with "news while it is news," but he will find it necessary to study the columns of his urban competitor's daily, making constant effort to give his readers matter with decidedly more "local color." This he should be able to do easily, for being right upon the ground, his accounts of accidents, fires, weddings, etc., should in all cases be of greater value than those of the untrained local correspondents of the outside paper, and also his sources of information may be of a more reliable character.

Many times a local paper which is "run down," to use a common phrase, may improve its circulatory system by running a series of half-tones of local scenes or people of the town or vicinity. Notices requesting subscribers and others to send in suitable photographs might be printed occasionally and much interest stimulated in this way.

One of the ways in which some country publishers unmake their newspapers is by indiscriminate criticism! If there is one tool which the printer and publisher alike should use sparingly it is the mallet. Printer-publishers well know that this tool is very useful in certain cases, yet there is nothing in the office which will do more damage when improperly or too frequently used.

Just so in the newspaper field. Some publishers have the unhappy knack of bestowing a tap here and a "knock" there, until it is a wonder that they have a friend or subscriber left. Sometimes a daily can do this and "make good" through the support of some element or political party. The country newspaper, however, with its limited field and readers, most of them personal acquaintances of the editor, is entirely out of its element in the "anvil chorus."

By laying aside the metaphorical mallet and making every item of news accurate and of real interest to his readers, any publisher who has a love for his calling, should be able to make his way against all outside competition and continue to maintain a place in the community for himself and his paper.

—Roscoe E. Haynes, Fairport, N. Y.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

Elliott, Iowa, Feb. 3, 1913.

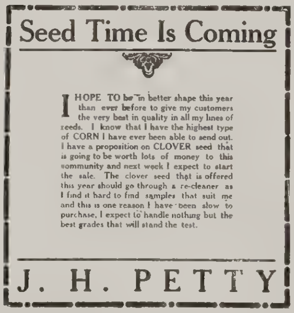
O. Byron Copper, De Soto, Wis.

Dear Sir: I am sending you with this letter a few samples of my ad-setting, which I would like to have criticised in your department in the National Printer-Journalist.

I have worked only three years in a printing office, and, of course, I do not know all in regard to the work. Any suggestions you may offer will be thankfully received.

Very truly yours,
O. E. BOOTH.

As a printer of only three years' experience, Brother Booth's ads are creditable. Contrary to the rule of novices, this contributor's work discloses its author's full appreciation of adequate white margins and masses and the simplicity of his specimens shows that he is on the right track. Four of his specimens accompany this paragraph. As regards the first two, nothing adverse need be expressed. In the main, the third is even more pleasing than the first two, although it offers an opportunity to bring out a thought valuable for all compositors to learn, and especially for beginners. The idea of dropping the rules in between the two short lines toward the top of this specimen is one common among compositors; but surely not one can give a logical reason for the act. To my way of thinking it is entirely wrong to thus separate two lines so closely related as the name of the dealer and his line of goods. Inasmuch as these two lines are not directly connected in thought with the balance of the ad, neither with that going before them, nor with that following, however, it would have been wholly right and proper, if they had been cut off with rules above and below, or by a complete border of rules. Also another little thing, which amounts to much in the appearance of composition where initials of a larger face are employed, is to see that the top of the initial and the type following them are perfectly aligned. And the fourth specimen (Exhibit 4) I am reproducing merely to illustrate the error of using too many rules in a single specimen. By studying this last ad closely, I believe Brother Booth can now clearly see that it would have been more pleasing and more forceful, had the rules below the principal display line and that above the signature been omitted.

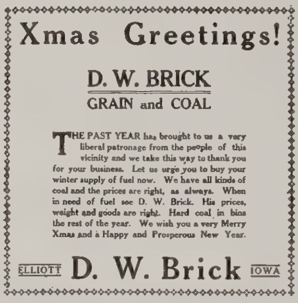


Seed Time Is Coming

I HOPE TO be in better shape this year than ever before to give my customers the very best in quality in all my lines of seeds. I know that I have the highest type of CORN I have ever been able to send out. I have a proposition on CLOVER seed that is going to be worth lots of money to this community and next week I expect to start the sale. The clover seed that is offered this year should go through a re-cleaner as I find it hard to find samples that suit me and this is one reason I have been slow to purchase, I expect to handle nothing but the best grades that will stand the test.

J. H. PETTY

No. 1



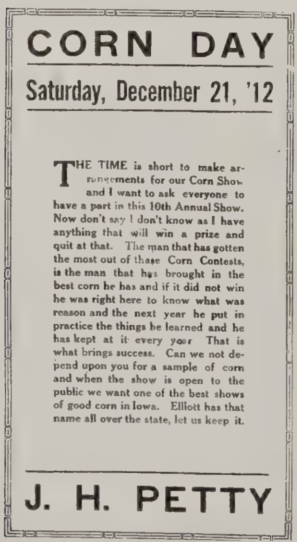
Xmas Greetings!

D. W. BRICK
GRAIN and COAL

THE PAST YEAR has brought to us a very liberal patronage from the people of this vicinity and we take this way to thank you for your business. Let us urge you to buy your winter supply of fuel now. We have all kinds of coal and the prices are right, as always. When in need of fuel see D. W. Brick. His prices, weight and goods are right. Hard coal in bins the rest of the year. We wish you a very Merry Xmas and a Happy and Prosperous New Year.

ELLIOTT D. W. Brick IOWA

No. 3



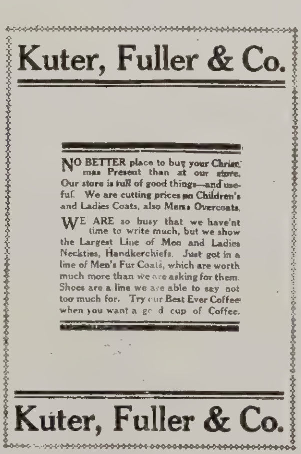
CORN DAY

Saturday, December 21, '12

THE TIME is short to make arrangements for our Corn Show and I want to ask everyone to have a part in this 10th Annual Show. Now don't say I don't know as I have anything that will win a prize and quit at that. The man that has gotten the most out of those Corn Contests, is the man that has brought in the best corn he has and if it did not win he was right here to know what was reason and the next year he put in practice the things he learned and he has kept at it every year That is what brings success. Can we not depend upon you for a sample of corn and when the show is open to the public we want one of the best shows of good corn in Iowa. Elliott has that name all over the state, let us keep it.

J. H. PETTY

No. 2



Kuter, Fuller & Co.

NO BETTER place to buy your Christmas Present than at our store. Our store is full of good things—and useful. We are cutting prices on Children's and Ladies Coats, also Men's Overcoats.

WE ARE so busy that we have'nt time to write much, but we show the Largest Line of Men and Ladies Neckties, Handkerchiefs. Just got in a line of Men's Fur Coats, which are worth much more than we are asking for them. Shoes are a line we are able to say not too much for. Try our Best Ever Coffee when you want a good cup of Coffee.

Kuter, Fuller & Co.

No. 4

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Newton, Iowa, Feb. 15, 1913.

O. Byron Copper, De Soto, Wis.

Dear Sir: I just started reading your department in the National Printer-Journalist this week. It is great. I am a new subscriber and think the paper the best ever.

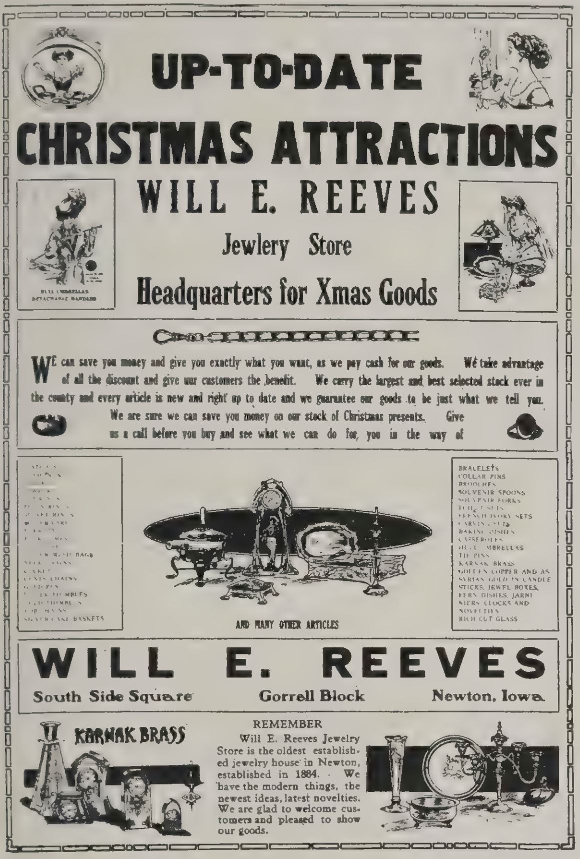
Am sending you two papers under separate cover for review. We have a nice little shop here. Some good material and some junk.

All ads in the Christmas number were set by myself and one other man, with some assistance on the machine, it being necessary to distribute one side of each section before running another four pages. However, we got it out in two weeks' time, in addition to our job work and one other issue, so you can see we were certainly rushed.

Hoping to see your criticism soon, beg to remain,

Yours respectfully, J. G. EYERLY.

The regular edition of the Newton (Iowa) Record is a six-column, ten-page, all-home-printed paper. That it is a very creditable sheet can be seen from a glimpse at the reproduction of the delightfully clean and modest front page herewith reproduced as Exhibit No. 5. Nor is the Record's goodness confined alone to this first page. It possesses an abundance of good features, including besides an unusual amount of local news, a liberal aggregation of country correspondence and a pageful of short personal mention. In fact, this is so generally an excellent publication, that I am left with but one point anent which to find fault: the mechanical makeup (aside from the fine front page, as previously praised) is hardly in accordance with the "hoyle" of this department. As this contributor, on his own confession, is a new reader of this journal, it is no more than fair to explain what is meant by the language of this complaint: This department holds that the only correct way to make up a newspaper page is systematically, with all displayed matter arranged to the right hand side of each page, and graduated, beginning with the largest space in the lower right-hand corner, placing above this the next largest ad, and so on until the last column-top is reached with the smallest ad that is to appear on the page. Thus the maximum number of ads is brought into a position next to pure reading matter, without strained effort or cluttered, accidental effect. The ad-work on the Record is strong and forceful and the print a clean one. The holiday edition referred to by Brother Eyerly in the foregoing letter, consisted of three quarto sections, very creditably gotten up and replete with much good stuff, including many up-to-date advertisements, of which I select a number for reproduction (Exhibits 6, 7, 8), each of which shows clever workmanship.



UP-TO-DATE CHRISTMAS ATTRACTIONS

WILL E. REEVES

Jewlery Store

Headquarters for Xmas Goods

WE can save you money and give you exactly what you want, as we pay cash for our goods. We take advantage of all the discount and give our customers the benefit. We carry the largest and best selected stock ever in the county and every article is new and right up to date and we guarantee our goods to be just what we tell you. We are sure we can save you money on our stock of Christmas presents. Give us a call before you buy and see what we can do for, you in the way of

BRACELETS
COLLAR PINS
BROOCHES
SOUVENIR SPOONS
SOUVENIR FORKS
TOILET SETS
FRENCH IVORY SETS
CARVING SETS
BAKING DISHES
CASSEROLES
...UMBRELLAS
TIE PINS
KARNAK BRASS
GOLDEN COPPER AND ASSYRIAN GOLD IN CANDLE STICKS, JEWEL BOXES, FERN DISHES, JARDINIERS, CLOCKS AND NOVELTIES
RICH CUT GLASS

... MESH BAGS
SILVER CAKE BASKETS

AND MANY OTHER ARTICLES

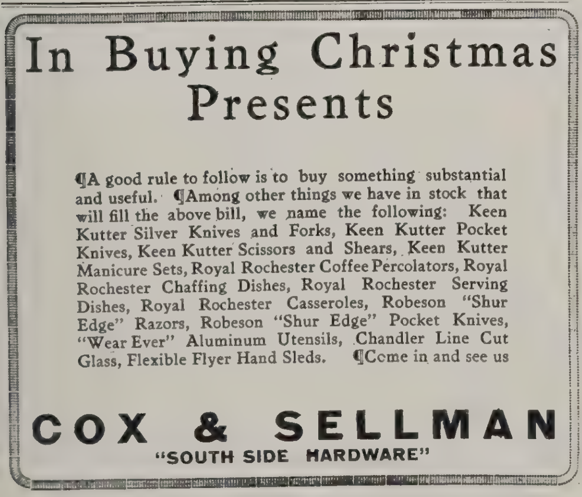
WILL E. REEVES

South Side Square Gorrell Block Newton, Iowa

REMEMBER

Will E. Reeves Jewelry Store is the oldest established jewelry house in Newton, established in 1884. We have the modern things, the newest ideas, latest novelties. We are glad to welcome customers and pleased to show our goods.

No. 6



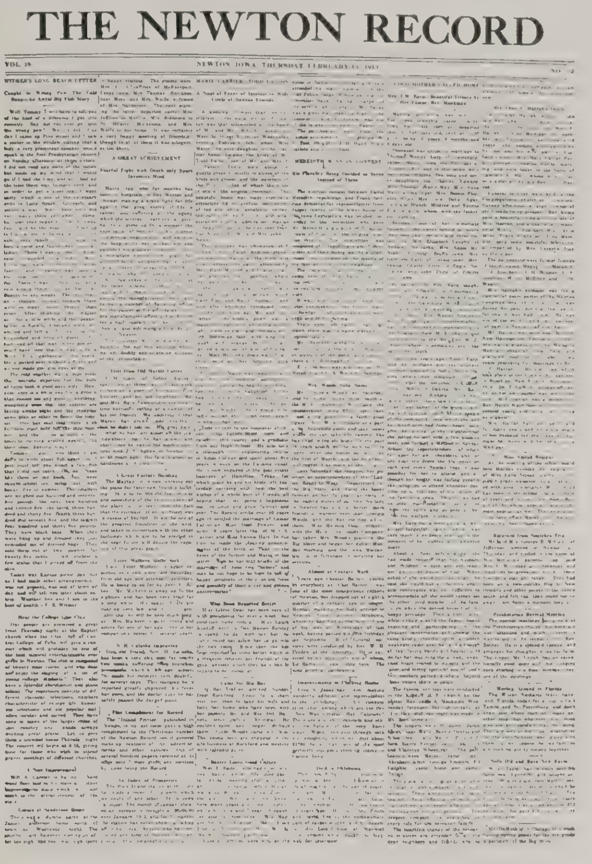
In Buying Christmas Presents

¶A good rule to follow is to buy something substantial and useful. ¶Among other things we have in stock that will fill the above bill, we name the following: Keen Kutter Silver Knives and Forks, Keen Kutter Pocket Knives, Keen Kutter Scissors and Shears, Keen Kutter Manicure Sets, Royal Rochester Coffee Percolators, Royal Rochester Chaffing Dishes, Royal Rochester Serving Dishes, Royal Rochester Casseroles, Robeson "Shur Edge" Razors, Robeson "Shur Edge" Pocket Knives, "Wear Ever" Aluminum Utensils, Chandler Line Cut Glass, Flexible Flyer Hand Sleds. ¶Come in and see us

COX & SELLMAN

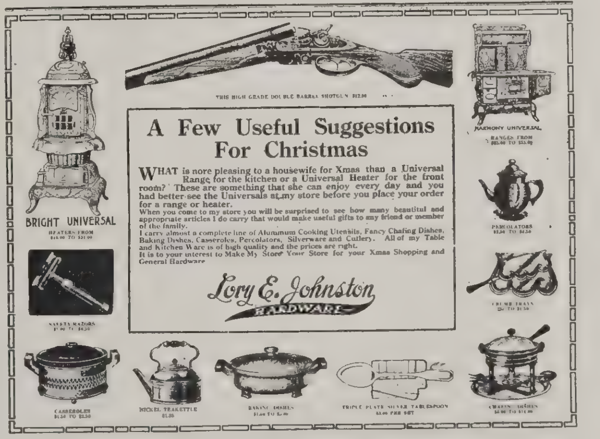
"SOUTH SIDE HARDWARE"

No. 7



THE NEWTON RECORD

No. 5



A Few Useful Suggestions For Christmas

WHAT is nore pleasing to a housewife for Xmas than a Universal Range for the kitchen or a Universal Heater for the front room? These are something that she can enjoy every day and you had better see the Universals at my store before you place your order for a range or heater.

When you come to my store you will be surprised to see how many beautiful and appropriate articles I do carry that would make useful gifts to any friend or member of the family.

I carry almost a complete line of Aluminum Cooking Utensils, Fancy Chafing Dishes, Baking Dishes, Casseroles, Percolators, Silverware and Cutlery. All of my Table and Kitchen Ware is of high quality and the prices are right.

It is to your interest to Make My Store Your Store for your Xmas Shopping and General Hardware

Lory E. Johnston HARDWARE

THIS HIGH GRADE DOUBLE BARREL SHOTGUN $12.00
BRIGHT UNIVERSAL
HEATERS FROM $16.00 TO $31.99
HARMONY UNIVERSAL
RANGES FROM $35.00 TO $55.00
PERCOLATORS
SAFETY RAZORS
CRUMB TRAYS
CASSEROLES $1.50 TO $2.50
NICKEL TEAKETTLE
BAKING DISHES
TRIPLE PLATE SILVER TABLESPOON
CHAFING DISHES

No. 8

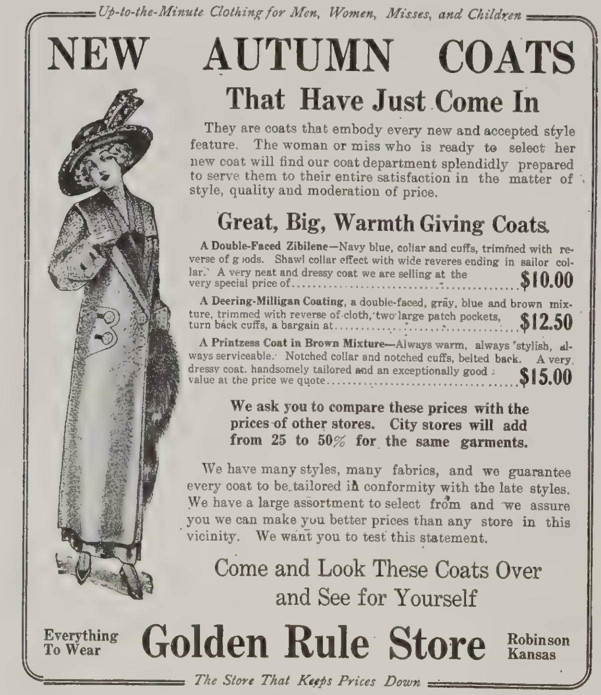
Robinson, Kan., Feb. 7, 1913.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: Under separate cover I am sending you a few samples of ads which I set, and were run in The Index.

Would like to have you criticise them if you think they are worth the space. Yours respectfully,

The dear brother printer who wrote the foregoing forgot to sign his name to it, but the ads are before me and I hope to do them justice even though I labor in ignorance of their author. But, I want to reiterate a word of warning right here to patrons who send me ad specimens or newspapers rolled. I have a dickens of a time getting such contributions reduced to a sufficient state of flatness for inspection, and as (like most men) I have a terrible temper, such specimens must be very pleasing, indeed, if I am dissuaded from landing upon them with expressions more or less bad and vehement. It sometimes happens, too, under such trying circumstances that my brain gets afire with vexatious thoughts, some of which are apt to be imparted through my finger tips to the paper upon which I am writing. Surely that's a fair warning and I sincerely hope that all who read may benefit. These specimens from the Robinson Index office came


Up-to-the-Minute Clothing for Men, Women, Misses, and Children

NEW AUTUMN COATS

That Have Just Come In

They are coats that embody every new and accepted style feature. The woman or miss who is ready to select her new coat will find our coat department splendidly prepared to serve them to their entire satisfaction in the matter of style, quality and moderation of price.

Great, Big, Warmth Giving Coats.

A Double-Faced Zibilene—Navy blue, collar and cuffs, trimmed with reverse of goods. Shawl collar effect with wide reveres ending in sailor collar. A very neat and dressy coat we are selling at the very special price of........................ **$10.00**

A Deering-Milligan Coating, a double-faced, gray, blue and brown mixture, trimmed with reverse of cloth, two large patch pockets, turn back cuffs, a bargain at........................ **$12.50**

A Printzess Coat in Brown Mixture—Always warm, always "stylish, always serviceable. Notched collar and notched cuffs, belted back. A very dressy coat, handsomely tailored and an exceptionally good value at the price we quote........................ **$15.00**

We ask you to compare these prices with the prices of other stores. City stores will add from 25 to 50% for the same garments.

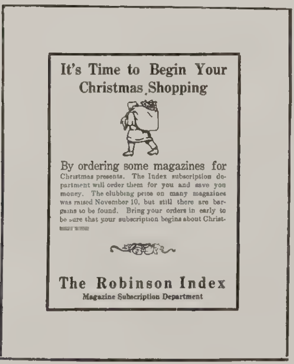
We have many styles, many fabrics, and we guarantee every coat to be tailored in conformity with the late styles. We have a large assortment to select from and we assure you we can make you better prices than any store in this vicinity. We want you to test this statement.

Come and Look These Coats Over
and See for Yourself

Everything To Wear **Golden Rule Store** Robinson Kansas

The Store That Keeps Prices Down

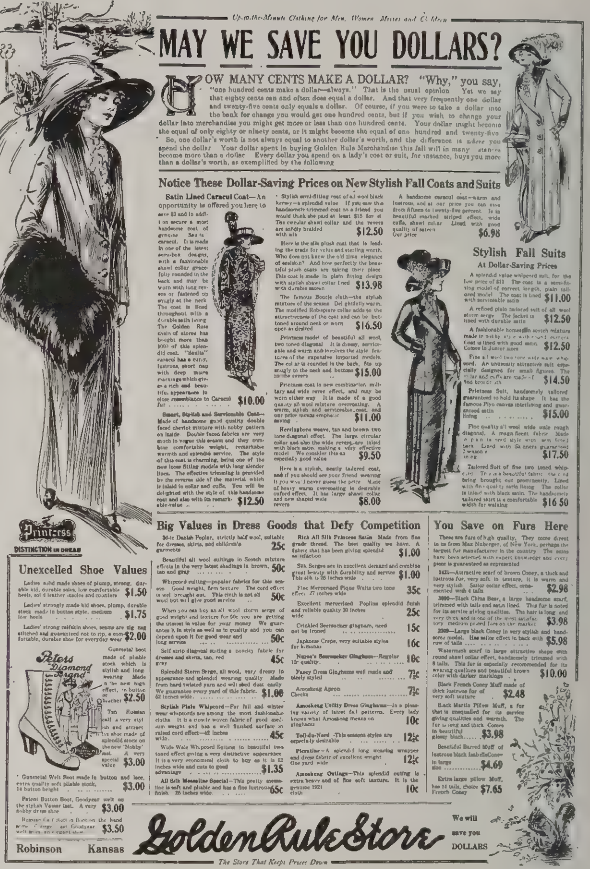
No. 9


It's Time to Begin Your Christmas Shopping

By ordering some magazines for Christmas presents. The Index subscription department will order them for you and save you money. The clubbing price on many magazines was raised November 10, but still there are bargains to be found. Bring your orders in early to be sure that your subscription begins about Christmas.

The Robinson Index
Magazine Subscription Department

No. 10


Up-to-the-Minute Clothing for Men, Women, Misses and Children

MAY WE SAVE YOU DOLLARS?

HOW MANY CENTS MAKE A DOLLAR? "Why," you say, "one hundred cents make a dollar—always." That is the usual opinion. Yet we say that eighty cents can and often does equal a dollar. And that very frequently one dollar and twenty-five cents only equals a dollar. Of course, if you were to take a dollar into the bank for change you would get one hundred cents, but if you wish to change your dollar into merchandise you might get more or less than one hundred cents. Your dollar might become the equal of only eighty or ninety cents, or it might become the equal of one hundred and twenty-five. So, one dollar's worth is not always equal to another dollar's worth, and the difference is *where* you spend the dollar. Your dollar spent in buying Golden Rule Merchandise this fall will in many instances become more than a dollar. Every dollar you spend on a lady's coat or suit, for instance, buys you more than a dollar's worth, as exemplified by the following

Notice These Dollar-Saving Prices on New Stylish Fall Coats and Suits

Stylish Fall Suits
At Dollar-Saving Prices

Big Values in Dress Goods that Defy Competition

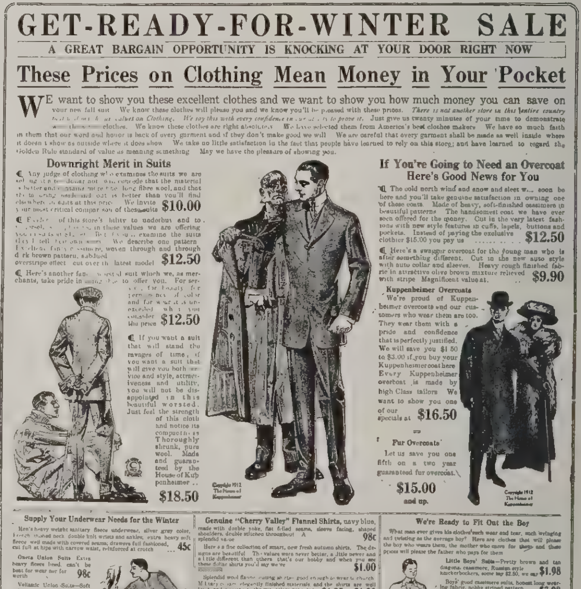
Unexcelled Shoe Values

You Save on Furs Here

Robinson Kansas **Golden Rule Store** We will save you DOLLARS

The Store That Keeps Prices Down

No. 11


GET-READY-FOR-WINTER SALE

A GREAT BARGAIN OPPORTUNITY IS KNOCKING AT YOUR DOOR RIGHT NOW

These Prices on Clothing Mean Money in Your Pocket

Downright Merit in Suits

If You're Going to Need an Overcoat Here's Good News for You

Supply Your Underwear Needs for the Winter

Genuine "Cherry Valley" Flannel Shirts

We're Ready to Fit Out the Boy

Separate Trousers That Are Special Values

Stylish Winter Headwear.

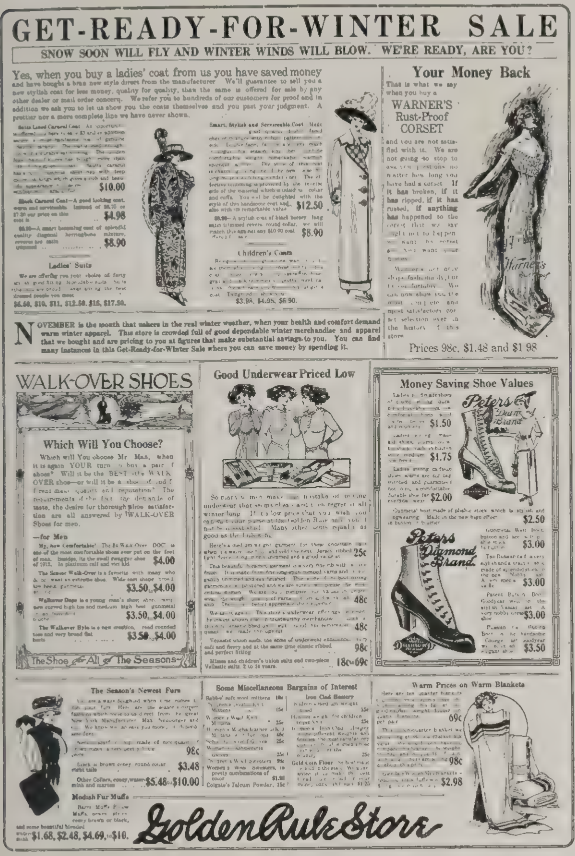
Save Money on Overshoes.

Warm Gloves and Mittens

Golden Rule Store

No. 12

through the mails rolled, but, in spite of my exasperating struggle to flatten them, I am still unable to offer anything but flattering language, so overpowered are my senses with admiration. They say "music hath charms," and I believe real art — even the art of printing — hath its charms, also. I doubt if a past master of the art which this department aims to represent (much less my humble self) could suggest an improvement in the four or five beauties I am showing here (Exhibits 9 to 13). They resemble the ads in high class magazines more than those commonly met with in the country press, and their maker has my sincere congratulations upon his fine taste and skill.



GET-READY-FOR-WINTER SALE

SNOW SOON WILL FLY AND WINTER WINDS WILL BLOW. WE'RE READY, ARE YOU?

Yes, when you buy a ladies' coat from us you have saved money and have bought a brand new style direct from the manufacturer. We'll guarantee to sell you a new stylish coat for less money, quality for quality, than the same is offered for sale by any other dealer or mail order concern. We refer you to hundreds of our customers for proof and in addition we ask you to let us show you the coats themselves and you pass your judgment. A prettier nor a more complete line we have never shown.

$10.00

Black Caracul Coat—A good looking coat, warm and serviceable. Instead of $6.75 or $7.50 our price on this coat is $4.98

$10.00—A smart becoming coat of splendid quality diagonal herringbone mixture, reveres are satin trimmed $8.90

Ladies' Suits

$6.50, $10, $11, $12.50, $15, $17.50.

Smart, Stylish and Serviceable Coat. $12.50

$8.90—A stylish coat of black kersey, long satin trimmed revers, round collar, we will match this against any $10.00 coat $8.90

Children's Coats

$3.98, $4.98, $6.90.

Your Money Back

That is what we say when you buy a

WARNER'S Rust-Proof CORSET

and you are not satisfied with it. We are not going to stop to ask you questions no matter how long you have had a corset. If it has broken, if it has ripped, if it has rusted, if anything has happened to the corset that we say ought not to happen we want you to have a new corset and we want your business.

Prices 98c. $1.48 and $1 98

NOVEMBER is the month that ushers in the real winter weather, when your health and comfort demand warm winter apparel. This store is crowded full of good dependable winter merchandise and apparel that we bought and are pricing to you at figures that make substantial savings to you. You can find many instances in this Get-Ready-for-Winter Sale where you can save money by spending it.

WALK-OVER SHOES

Which Will You Choose?

Which will You choose Mr. Man, when it is again YOUR turn to buy a pair of shoes? Will it be the BEST—the WALK-OVER shoe—or will it be a shoe of unknown reputation? The requirements of the foot, the demands of taste, the desire for thorough shoe satisfaction are all answered by WALK-OVER Shoes for men.

—for Men

My, how Comfortable! The $4 Walk-Over DOC is one of the most comfortable shoes ever put on the foot of man. Besides, its the swell swagger shoe of 1912. In platinum calf and vici kid $4.00

The Senator Walk-Over is a favorite with many who do not want an extreme shoe. $3.50 to $4.00

Walkover Dope is a young man's shoe; short vamp, new curved high toe and medium high heel, gunmetal $3.50, $4.00

The Walkover Hyde is a new creation, round rounded toes and very broad flat heels $3.50 to $4.00

The Shoe for All of The Seasons

Good Underwear Priced Low

25c

48c

48c

Vellastic union suits, the acme of underwear excellence, very soft and fleecy and at the same time elastic ribbed and perfect fitting 98c

Misses and children's union suits and two-piece Vellastic suits, 2 to 14 years. 18c to 69c

Money Saving Shoe Values

Peters Diamond Brand

$1.50

$1.75

$2.00

$2.50

$3.00

$3.00

$3.00

$3.50

The Season's Newest Furs

98c

Black or brown coney round collar eight tails $3.48

Other Collars, coney, water-mink and marten $5.48 to $10.00

Modish Fur Muffs

and some beautiful blended water-mink $1.68, $2.48, $4.69, to $10.

Some Miscellaneous Bargains of Interest

Babies' soft wool mittens 10c

Iron Clad Hosiery

Women's Wool Sweaters, in pretty combinations of color $1.98

Colgate's Talcum Powder, 15c

Warm Prices on Warm Blankets

69c

98c

$2.98

GoldenRuleStore

No. 13

✣ ✣ ✣

Baker, Mont., Jan. 22, 1913.

O. Byron Copper, De Soto, Wis.

Dear Sir: Under separate cover I send you copy of Baker Sentinel, with which I have been employed for three years. You will remember me as the "chief bottle washer" of the Westby (Wis.) Times for seven or eight years.

The copy of the Sentinel has an ad regarding the parcel post. We are trying to get the merchants to use the parcel post in their business, and I have succeeded in getting one of the leading stores to advertise that they will deliver by the parcel post, as the ad will show. What do you think of the scheme? Have been getting the National Printer-Journalist, and your articles are O. K.

Have a fine ranch near here, taken as a homestead under the five year law. The new three-year law gives me option of proving up now, or any time within the next two years. The West is O. K. Would like to see you quit the effete East and come out where the ozone is real elixir of life, where the coyote and the jack rabbit have their own way, where the politicians are "green" at the business, and where you can get a dollar easier and spend it quicker than any place on earth. Regards and yours truly,

F. S. BUNN.

I can say to dear Brother Bunn, who used to be one of my "esteemed Vernon county contemporaries," that there are few places in the great west, from the rocky canons of Colorado and the vast deserts of Utah, across country through the great irrigated fields of Idaho, through the immense pine forests and bleak plains of northern Montana to the deep wind-swept snow drifts of North Dakota, and thence to the parched, but fertile, valleys of Washington, between the Cascades and grand old Rockies, clear over the range to the verdant sun-kissed slopes of the Pacific coast country, that I have not dwelt in for a time. I have drank in there some of that ozone "which is the real elixir of life," according to Brother Bunn, but which I found sometimes mixed with choking dust, again so far below zero in temperature that I had to turn my back upon it in order to get my breath at all, and still again so thick with fog and moisture that one could cut it with a knife. As to coyotes and jack rabbits, they little interest me, and in North Dakota and Washington and Idaho I found the politicians quite as adept at graft and deceit as I have found them anywhere. He is right, though, about the dollar. As for the Baker Sentinel, I note it has a distinctive heading, carries a lot of nice, clean ads set in ideal faces, and contains also a decent quantity of good reading matter. The print is commendably good, too. But there are some things that ought to be changed for the better. One of these is the deplorable practice of running displayed ads on the front page. Another is the absence of an editorial department. Still another is the somewhat unsystematic method of makeup which is being followed. Brother Bunn's expressed scheme to induce local merchants to use the new parcels post privileges, and to advertise it to their customers, strikes me as very sensible, and surely aligns with the government's intent and purpose. It seems to me that during the busy seasons in the rural districts the farmer people will readily resort to the mails and the telephone and the parcels post as means of doing their shopping, provided they are assured by their local dealers that such orders will be carefully taken care of. And, of course, it naturally follows that, the merchant's most economical medium of information is the local newspaper, through which he may not only announce his willingness to fill such orders, but may also (as this Baker merchant has done) give the parcels post rates and from time to time the new arrivals at his store. Thus the parcels post may become indirectly a benefit to newspaper men, because it will render the store's advertising a necessity; but, inasmuch as nothing among the country printer's products, except stationery, is mailable under the new method, parcels post is not directly much of a boon to the great mass of printer-journalists. It is a pleasure, indeed, for me to hear from Brother Bunn, especially so since the word is favorable as to his success and happiness. And I wish to make myself clear on the point that I heartily approve of his scheme to get local merchants interested in the parcels post to the extent of inducing them to do more thorough and persistent advertising in the newspapers.

* * *

Nampa, Idaho, Feb. 21, 1913.

O. Byron Copper, De Soto, Wis.

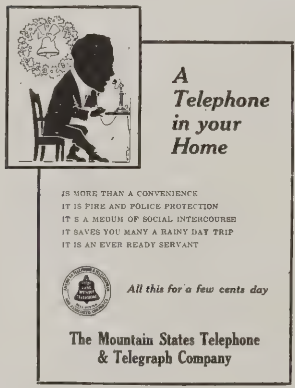
Dear Sir: I am sending you under separate cover one copy of our New Year's edition, also a copy of February 14. Although I am late in sending the copies in, I hope you will find time to glance over same and give us your criticisms in the next issue of the Journalist.

In getting out the New Year's edition we endeavored to give our readers and patrons something different from the regular holiday colored supplement.

Thanking you in advance for any and all pointers, we are,

Very truly yours,
THE NAMPA RECORD,
Per J. A. Pollitt.

The annual New Year's number of the Nampa (Idaho) Record is, indeed, something different from the ordinary special edition. It is a large pamphlet, each page containing four columns of regulation measure. The cover is neat and attractive, having been produced by two printings, brown and green. Many important subjects were specially featured in this issue, without detriment to the regular weekly grist of news. Such subjects as Nampa's growth, development of the dairy industry, correct methods of pruning trees, Idaho creamery business, new railway projects, flourishing condition of local schools, etc., served as material for the special features in this souvenir edition. I mention them thus briefly, as a hint valuable to other publishers who may have a special edition in view. The typography of this number of the Record was tasteful, every head and the makeup of every page showing the touch of a master printer. The ads, too, were very nicely treated, in general, and good presswork made the high degree of perfection in this job complete. Exhibits 14 and 15 are a couple of the most creditable examples from this edition. In the last of this couple I am afforded an excellent exemplification of the exquisite effects possible by following the extreme of simplicity. Brother O. E. Booth, with the review of whose ad work this installment begins, will find in Exhibit 15 a striking contrast (despite the similarity) to his Exhibit 4, the beauty of which is killed by rules. That the regular editions of Brothers Hill & Pollitt's paper are quite as extraordinary as this special edition on which I have been commenting, is plainly in evidence from the first page, herewith reproduced as Exhibit No. 16. The makeup man has a very agreeable appreciation of typographic beauty and balance. And, what is becoming more gratifying to me every day I remain a printer-journalist, is the fact of the evidence that the ideal in makeup of the Nampa Record is not confined alone to the front page, but permeates the whole sheet, each and every page being made up right in accord with the ideas of this department of the National Printer-Journalist. Somewhere I have read that a well polished heel is a better mark of character than a well polished toe, and I've begun to see that this will apply to a newspaper, too. A well-made-up paper throughout all of its pages is a truer indication of ability, interest and conscientiousness on the part of its maker than is a well-made-up front page only. What fine results are attainable by following out this system of makeup is cogently demonstrated by the reproduction of another full page from this publication (Exhibit 17). The print of the Record (that crowning glory of any good newspaper) is superb, and the ad-work (as may not be wholly evident in the page repro-



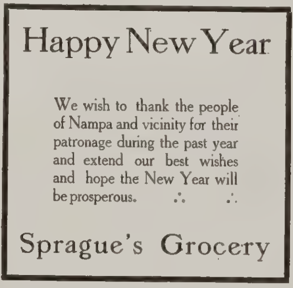
A Telephone in your Home

IS MORE THAN A CONVENIENCE
IT IS FIRE AND POLICE PROTECTION
IT S A MEDUM OF SOCIAL INTERCOURSE
IT SAVES YOU MANY A RAINY DAY TRIP
IT IS AN EVER READY SERVANT

All this for a few cents day

The Mountain States Telephone
& Telegraph Company

No. 14

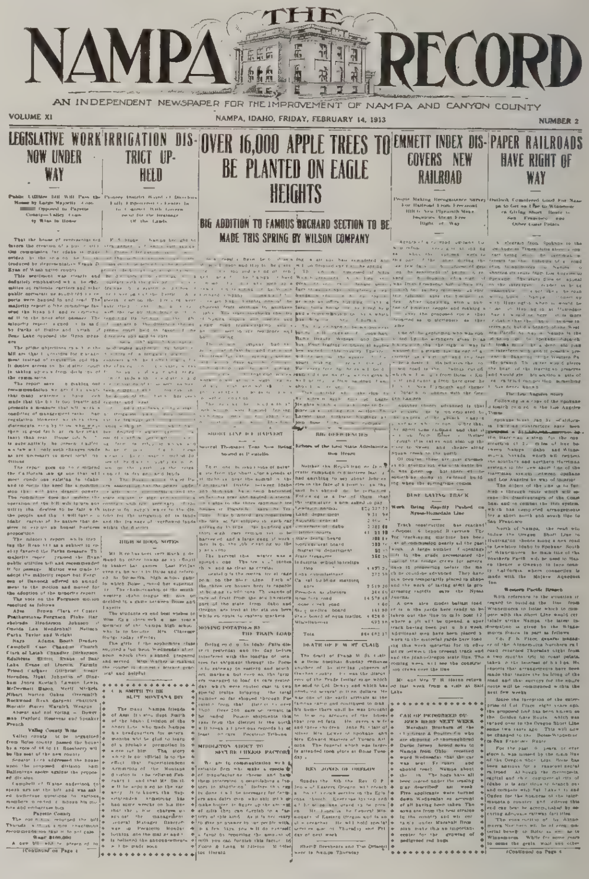


Happy New Year

We wish to thank the people of Nampa and vicinity for their patronage during the past year and extend our best wishes and hope the New Year will be prosperous. ∴ ∴

Sprague's Grocery

No. 15



THE NAMPA RECORD

AN INDEPENDENT NEWSPAPER FOR THE IMPROVEMENT OF NAMPA AND CANYON COUNTY

VOLUME XI NAMPA, IDAHO, FRIDAY, FEBRUARY 14, 1913 NUMBER 2

LEGISLATIVE WORK NOW UNDER WAY

IRRIGATION DISTRICT UPHELD

OVER 16,000 APPLE TREES TO BE PLANTED ON EAGLE HEIGHTS

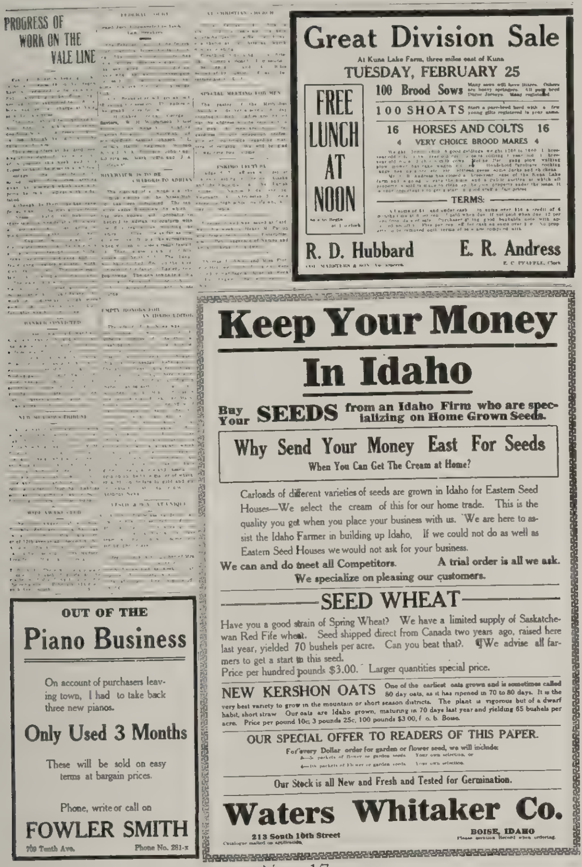
BIG ADDITION TO FAMOUS ORCHARD SECTION TO BE MADE THIS SPRING BY WILSON COMPANY

EMMETT INDEX DISCOVERS NEW RAILROAD

PAPER RAILROADS HAVE RIGHT OF WAY

No. 16

duced as Exhibit No. 17) is really at times daintily perfect, as I will aim to prove by reproducing another couple of specimens (Exhibits No. 18 and 19). This perfection so apparent in these examples is achieved through adherence to three prime essentials in modern ad composition, namely: First, correct display (which is giving prominence to the most important thought). Second, simplicity of style and design (which is pursuing at all times, the course that offers the least resistance, thus conserving time, energy and materials). Third, the reserve and proper distribution of enough white space to relieve congestion and by the contrast between black and white (or, in the masses of type and white paper, it is really a contrast between gray and white) lending a maximum of force to the various masses. It would be an unpardonable oversight to close this review without commenting upon the excellence of the contents of this sheet, and the work of its editor, M. D. Polk, whose proficient pen probes a multitude of subjects, none of which seem to dull its point nor retard its smooth progress through the paragraphs. In other words, Brother Polk writes as from a broad store of knowledge, gathered through rich experience and deep thinking. I congratulate him on the goodness of his editorial page.


PROGRESS OF WORK ON THE VALE LINE

Great Division Sale

At Kuna Lake Farm, three miles east of Kuna

TUESDAY, FEBRUARY 25

FREE LUNCH AT NOON

100 Brood Sows

100 SHOATS

16 HORSES AND COLTS 16

4 VERY CHOICE BROOD MARES 4

TERMS:

R. D. Hubbard E. R. Andress

Keep Your Money In Idaho

Buy Your SEEDS from an Idaho Firm who are specializing on Home Grown Seeds.

Why Send Your Money East For Seeds

When You Can Get The Cream at Home?

Carloads of different varieties of seeds are grown in Idaho for Eastern Seed Houses—We select the cream of this for our home trade. This is the quality you get when you place your business with us. We are here to assist the Idaho Farmer in building up Idaho. If we could not do as well as Eastern Seed Houses we would not ask for your business.

We can and do meet all Competitors. A trial order is all we ask.

We specialize on pleasing our customers.

SEED WHEAT

Have you a good strain of Spring Wheat? We have a limited supply of Saskatchewan Red Fife wheat. Seed shipped direct from Canada two years ago, raised here last year, yielded 70 bushels per acre. Can you beat that?. ¶We advise all farmers to get a start in this seed.
Price per hundred pounds $3.00. Larger quantities special price.

NEW KERSHON OATS One of the earliest oats grown and is sometimes called 80 day oats, as it has ripened in 70 to 80 days. It is the very best variety to grow in the mountain or short season districts. The plant is vigorous but of a dwarf habit, short straw. Our oats are Idaho grown, maturing in 70 days last year and yielding 65 bushels per acre. Price per pound 10c; 3 pounds 25c, 100 pounds $3.00, f. o. b. Boise.

OUR SPECIAL OFFER TO READERS OF THIS PAPER.

For every Dollar order for garden or flower seed, we will include:

Our Stock is all New and Fresh and Tested for Germination.

Waters Whitaker Co.

213 South 10th Street

BOISE, IDAHO

OUT OF THE
Piano Business

On account of purchasers leaving town, I had to take back three new pianos.

Only Used 3 Months

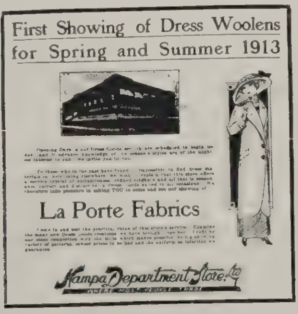
These will be sold on easy terms at bargain prices.

Phone, write or call on

FOWLER SMITH

709 Tenth Ave. Phone No. 281-x

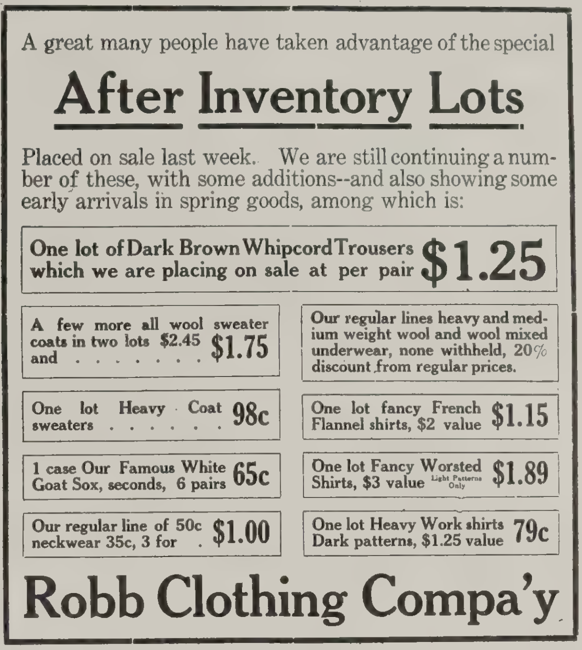
No. 17


First Showing of Dress Woolens for Spring and Summer 1913

La Porte Fabrics

Nampa Department Store, Ltd.

No. 18


A great many people have taken advantage of the special

After Inventory Lots

Placed on sale last week. We are still continuing a number of these, with some additions--and also showing some early arrivals in spring goods, among which is:

One lot of Dark Brown Whipcord Trousers which we are placing on sale at per pair $1.25

A few more all wool sweater coats in two lots $2.45 and $1.75

Our regular lines heavy and medium weight wool and wool mixed underwear, none withheld, 20% discount from regular prices.

One lot Heavy Coat sweaters 98c

One lot fancy French Flannel shirts, $2 value $1.15

1 case Our Famous White Goat Sox, seconds, 6 pairs 65c

One lot Fancy Worsted Shirts, $3 value Light Patterns Only $1.89

Our regular line of 50c neckwear 35c, 3 for . $1.00

One lot Heavy Work shirts Dark patterns, $1.25 value 79c

Robb Clothing Compa'y

No. 19

✢ ✢ ✢

To James Wells, author of those creditable verses in the North Georgia Citizen of Dalton, Georgia, am I indebted for the receipt of several copies of that excellent publication, together with a two-color slip, being a reprint of my late review of the Citizen, which has been wisely put to use as an advertisement by the Citizen makers. My attention is called to an innovation in the setting of the editorial page, which is now made up in five columns of about twenty ems in width, I should judge, and the entire great page of regulation seven-column size is filled exclusively with editorial matter, including Brother Wells' column of pleasing verse. T. S. Shope is editor of this good sheet, with T. S. McCamy associate. Their work is extraordinarily fine. I imagine that the forebears of at least one of these editors must have sprung from the Emerald Isle of Wit, for who else than an Irishmen could write such gems as these:

> The Rome Tribune-Herald says there is no postoffice in Hades. Well, then, where in the thunder will the republicans get their mail?
>
> The Macon Telegraph asks if there is anything real new? If there is, we know of no one more afraid of it than the esteemed Telegraph.

But just because I have quoted only these, it must not be concluded that the North Georgia Citizen's editorials consist exclusively of short paragraphs. Quite to the contrary, there are always effusions of considerable length (and depth) on subjects of gripping interest. One of these subjects is "Capital Punishment," and I am gratified to note that this live southern newspaper is against this disgraceful relic of the days of savagery, which some states of this glorious old Union still allow to be enforced within their borders.

* * *

Without intended sacrilege, I want to explain that this department is somewhat like the Master's idea of the Kingdom of God —" the last is sometimes first, and the first last," in receiving my attention. This condition arises through no fault of favoritism, but merely by accident. And so, sometimes, as at present, as I pick off a specimen from the pile of papers waiting my attention, and find the date thereof four or five months old, I am filled with an apologetic inclination. Now, here's this copy of the Iron River-Stambaugh Reporter (Iron River, Mich.) dated December 27, 1912, and containing information of a matter so important that it should have received timely notice here, but which by chance has been unnoticed until this month. I am glad to say that the matter of which it bears tidings is of sufficient importance, however, to warrant fitting comment even at this late date, and that is the fact that the Reporter's editor, Patrick O'Brien, has occupied the editor and publisher's seat in the same office for a full quarter of a century, and many were the kind tributes showered upon him as a mark of the celebration. One of these, in verse, and from the pen of a contemporary, I cannot forego repeating:

Christmas Greetings to Ye West Side Editor

(Contributed)

Twenty-five years a journalist
And pushing the same old pen,
For the same old weekly quarto,
For the good of the world. Amen.

'Tis a record for Iron County,
A knock-out blow, forsooth;
No wonder the silver tinges your hair
Tho' you came in the bloom of youth.

Tho' you came with ambition written
Upon thy smooth, fair brow;
Tho' you came the world to conquer,
And you conquered—God knows how.

Your fight has been hard, dear Paddy,
An uphill fight, 'tis true,
But you dared to do or die, Pat—
And you've always been true blue.

We've bandied words with you, Paddy,
Through many a column's space;
We've quarreled, and fought, and scratched,
and bit—
But you've always been an ace.

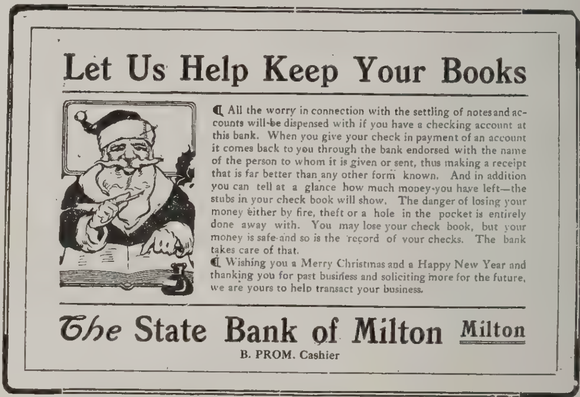
You ever came back one better,
And you never cried "enough,"
Tho' we handed you many a bitter pill
And many a "pie" that was tough.

So, now that you have endured us
For this score of years and five,
We're thankful to say it, Paddy,
We're glad that you're still alive.

May the useful years before you
Hold better things still in store,
And "God be with you," Paddy,
Till we meet in the lists once more.
—Crystal Falls Diamond Drill.

* * *

A copy of the Milton, N. D., Globe brings abundant evidence that the blessings of correct makeup, good impression, up-to-date material, clever editorial work and thorough newsgathering continue to be enjoyed by this good, long-time friend of "Newspaper Criticisms." One of the pleasing bank ads in this publication is being shown herewith as Exhibit No. 20.



Let Us Help Keep Your Books

¶ All the worry in connection with the settling of notes and accounts will be dispensed with if you have a checking account at this bank. When you give your check in payment of an account it comes back to you through the bank endorsed with the name of the person to whom it is given or sent, thus making a receipt that is far better than any other form known. And in addition you can tell at a glance how much money you have left—the stubs in your check book will show. The danger of losing your money either by fire, theft or a hole in the pocket is entirely done away with. You may lose your check book, but your money is safe and so is the record of your checks. The bank takes care of that.

¶ Wishing you a Merry Christmas and a Happy New Year and thanking you for past business and soliciting more for the future, we are yours to help transact your business.

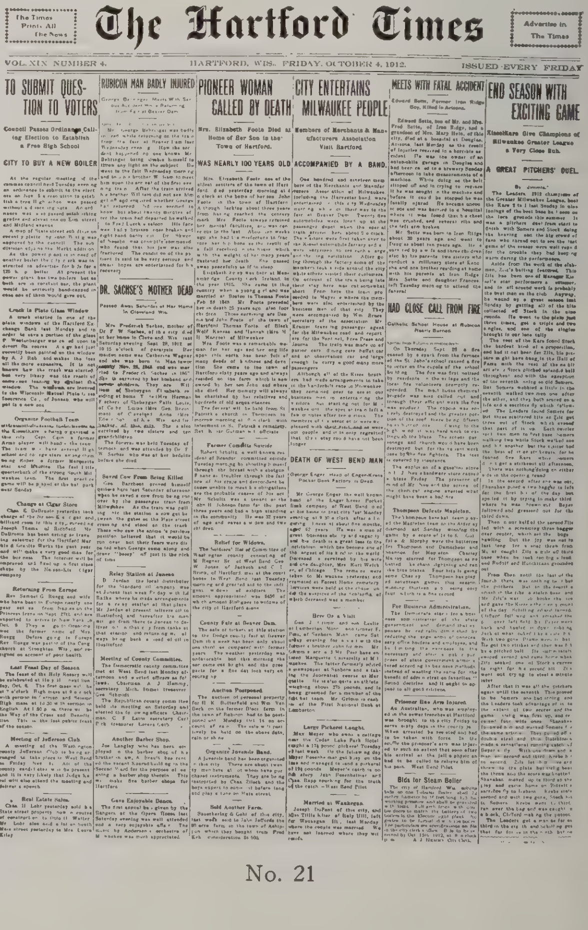
The State Bank of Milton Milton

B. PROM. Cashier

No. 20

* * *

As a bright, up-to-date newspaper, it would be hard to excel the Hartford (Wis.) Times. The



The Times Prints All The News

The Hartford Times

Advertise in The Times

VOL. XIX NUMBER 4. HARTFORD, WIS., FRIDAY, OCTOBER 4, 1912. ISSUED EVERY FRIDAY

TO SUBMIT QUESTION TO VOTERS

RUBICON MAN BADLY INJURED

PIONEER WOMAN CALLED BY DEATH

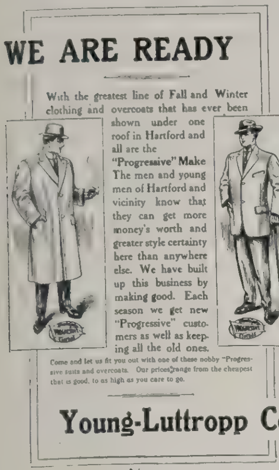
CITY ENTERTAINS MILWAUKEE PEOPLE

MEETS WITH FATAL ACCIDENT

END SEASON WITH EXCITING GAME

No. 21

clean, well balanced initial page (Exhibit 21) and the excellent matter of which the whole sheet is composed, the good impression, the artistic ad-composition, the skillful newsgathering and high grade editorial work, make a mighty strong combination. Exhibits 22, 23 and 24 are some fine ad specimens from this progressive sheet.



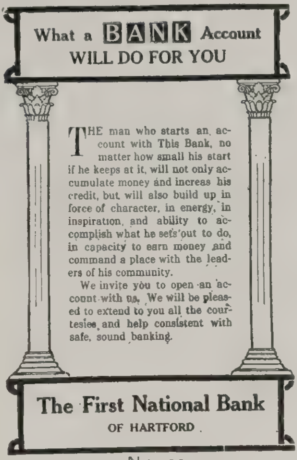
WE ARE READY

With the greatest line of Fall and Winter clothing and overcoats that has ever been shown under one roof in Hartford and all are the "Progressive" Make The men and young men of Hartford and vicinity know that they can get more money's worth and greater style certainty here than anywhere else. We have built up this business by making good. Each season we get new "Progressive" customers as well as keeping all the old ones.

Come and let us fit you out with one of these nobby "Progressive suits and overcoats. Our prices range from the cheapest that is good, to as high as you care to go.

Young-Luttropp Co.

No. 22



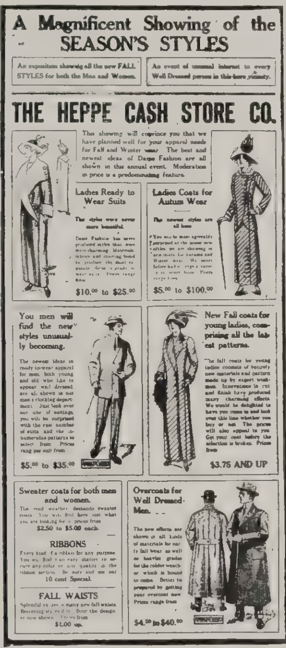
What a BANK Account WILL DO FOR YOU

THE man who starts an account with This Bank, no matter how small his start if he keeps at it, will not only accumulate money and increas his credit, but will also build up in force of character, in energy, in inspiration, and ability to accomplish what he sets out to do, in capacity to earn money and command a place with the leaders of his community.

We invite you to open an account with us. We will be pleased to extend to you all the courtesies and help consistent with safe, sound banking.

The First National Bank
OF HARTFORD

No. 23



A Magnificent Showing of the SEASON'S STYLES

An exposition showing all the new FALL STYLES for both the Men and Women.

An event of unusual interest to every Well Dressed person in this here vicinity.

THE HEPPE CASH STORE CO.

This showing will convince you that we have planned well for your apparel needs for Fall and Winter wear. The best and newest ideas of Dame Fashion are all shown in this annual event. Moderation in price is a predominating feature.

Ladies Ready to Wear Suits

The styles were never more beautiful.

Dame Fashion has never produced styles that were more charming. Materials, fabrics and coloring blend to produce the most exquisite ... Prices range from

$10.00 to $25.00

Ladies Coats for Autum Wear

The newest styles are all here.

You are to be most agreeably surprised at the many new styles we are showing in new coats for Autumn and Winter wear. We never before had ... to select from. Prices range from

$5.00 to $100.00

You men will find the new styles unusually becoming.

The newest ideas in ready-to-wear apparel for men, both young and old who like to appear well dressed, are all shown in our men's clothing department. Just look over our line of suitings, you will be surprised with the vast number of suits and the innumerable patterns to select from. Prices rang per suit from

$5.00 to $35.00

New Fall coats for young ladies, comprising all the latest patterns.

The fall coats for young ladies consists of entirely new materials and pattern made up by expert workmen. Innovations in cut and finish have produced many charming effects. We would be delighted to have you come in and look over this line whether you buy or not. The prices will also appeal to you. Get your coat before the selection is broken. Prices from

$3.75 AND UP

Sweater coats for both men and women.

The cold weather demands sweater coats. You will find here just what you are looking for in prices from

$2.50 to $5.00 each.

RIBBONS

Every kind of a ribbon for any purpose. You will find it an easy matter to secure any color or any quality in the ribbon section. Be sure and see our 10 cent Special.

FALL WAISTS

Splendid values in many new fall waists. Becoming styles ... from the design ... now shown. Prices from

$1.00 up.

Overcoats for Well Dressed Men.

The new effects are shown in all kinds of materials for early fall wear as well as heavier grades for the colder weather which is bound to come. Better be prepared by getting your overcoat now Prices range from

$4.50 to $40.00

No. 24

✣ ✣ ✣

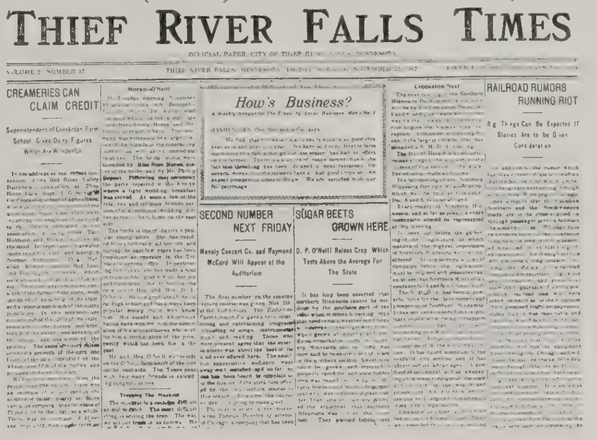
In point of good contents, a clean front page and a creditable print, the Tomah, Wisconsin, Monitor-Herald proves itself a worthy newspaper. If its makers will read instructions as regards the proper makeup of all pages of a newspaper, as offered elsewhere in this installment, and apply those suggestions in their own work, the improvement will be appreciable.

✣ ✣ ✣

The Humboldt (Iowa) Independent is regularly an all-home-print six-column quarto, and is, in the main, a fairly creditable weekly. In one of its early January issues a four-page advertisement was issued by the Independent, not divided into four separate pages, as is generally done, but complete in one gigantic four-pager. For such a ponderous thing, the composition on this big ad was well done.

✣ ✣ ✣

The upper portion of the first page of the Thief River Falls (Minn.) Times shown here (Exhibit 25) will suffice to demonstrate its beauty. Its editor and publisher reverts to a once popular practice by writing alliterative head-lines for two stories in this issue. A freakish, but none-the-less attractive, advertisement from this paper is reproduced in Exhibit No. 26.



THIEF RIVER FALLS TIMES

OFFICIAL PAPER CITY OF THIEF RIVER FALLS, MINNESOTA

VOLUME 2 NUMBER 37

CREAMERIES CAN CLAIM CREDIT

Superintendent of Crookston Farm School Gives Dairy Figures Which Are Wonderful

Moran-O'Neill

How's Business?

SECOND NUMBER NEXT FRIDAY

Menely Concert Co. and Raymond McCord Will Appear at the Auditorium

SUGAR BEETS GROWN HERE

D. P. O'Neill Raises Crop Which Tests Above the Average For The State

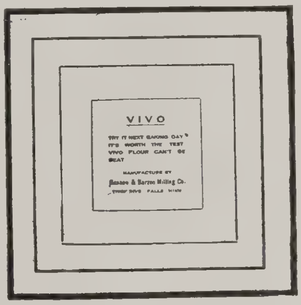
Crookston Next

RAILROAD RUMORS RUNNING RIOT

Big Things Can Be Expected If Stories Are to be Given Consideration

Trapping The Muskrat

No. 25



VIVO

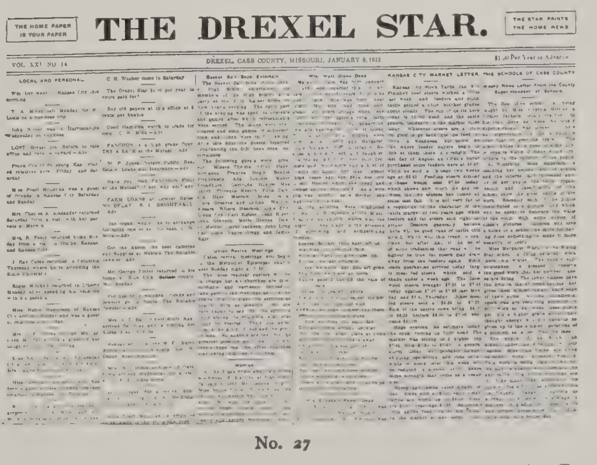
TRY IT NEXT BAKING DAY IT'S WORTH THE TEST VIVO FLOUR CAN'T BE BEAT

MANUFACTURE BY
Bossee & Barton Milling Co.
THIEF RIVER FALLS MINN

No. 26

✣ ✣ ✣

I never saw a newspaper title which I admired more than the one on this Drexel (Mo.) Star (Exhibit No. 27). The Star is only a folio, all-



THE HOME PAPER IS YOUR PAPER

THE DREXEL STAR.

THE STAR PRINTS THE HOME NEWS

VOL. XXI NO. 14

DREXEL, CASS COUNTY, MISSOURI, JANUARY 9, 1913

$1.00 Per Year in Advance

LOCAL AND PERSONAL

C. R. Wasber came in Saturday

Basket Ball Boys Entertain

Mrs. Walt Glenn Dead

KANSAS CITY MARKET LETTER

THE SCHOOLS OF CASS COUNTY

Weekly News Letter From the County Superintendent of Schools

Union Revival Meetings

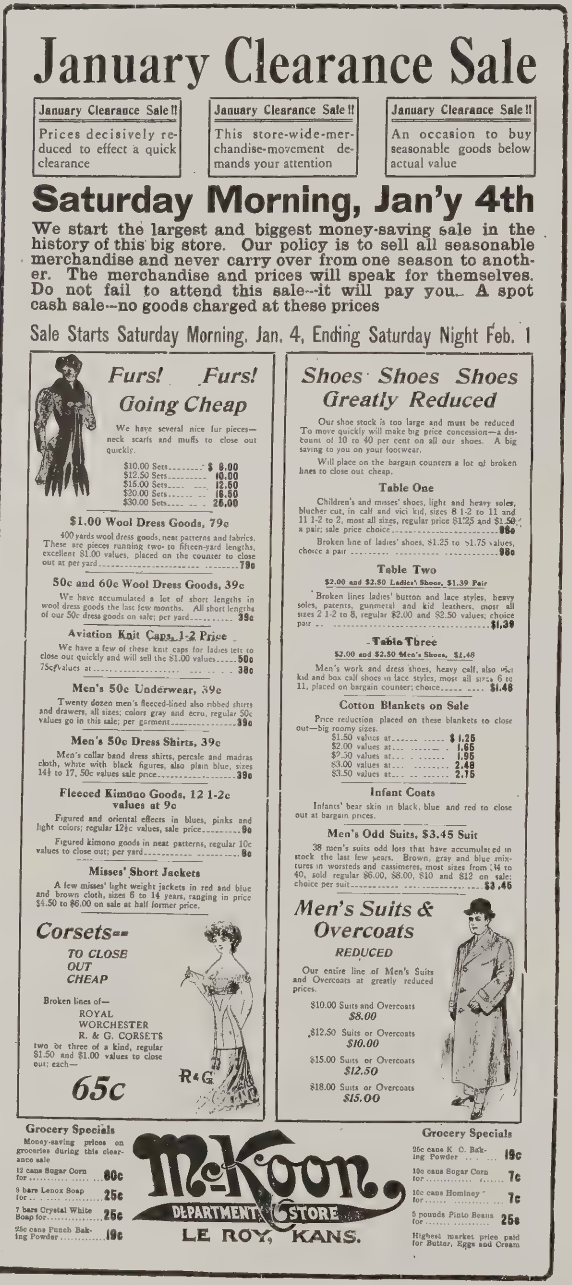
Married

No. 27

home-print, but it contains even more reading matter worth while than some larger sheets. Editor George H. Rhea is evidently a devout man, judging from the tone of his editorials and the publicity given generally to local religious work — and this is not written against him, I assure you.

✣ ✣ ✣

Nowadays Kansas is becoming universally recognized as a great state. And, as is befitting to such a distinction, Kansas is the home of some great newspapers. Some of these are so well advertised that they need not be mentioned here to be remembered. One of the latest contributions to this department from Kansas is this Le Roy Reporter, a six-column quarto weekly with ready-printed interior. Notwithstanding that the mechanical makeup of the Reporter is almost entirely wrong in every detail, from its displayed-ad-littered front page clear through to the back page, yet I'm not going to exclude it from the list of great Kansas papers. The contents are excellent, typography modest and highly pleasing, presswork good and the work of Editor Glick Fockele eminently creditable. His handling of a news-story is able and his short editorial paragraphs veritable gems, as the following few quotations will prove:



January Clearance Sale

January Clearance Sale !! Prices decisively reduced to effect a quick clearance

January Clearance Sale !! This store-wide-merchandise-movement demands your attention

January Clearance Sale !! An occasion to buy seasonable goods below actual value

Saturday Morning, Jan'y 4th

We start the largest and biggest money-saving sale in the history of this big store. Our policy is to sell all seasonable merchandise and never carry over from one season to another. The merchandise and prices will speak for themselves. Do not fail to attend this sale--it will pay you. A spot cash sale--no goods charged at these prices

Sale Starts Saturday Morning, Jan. 4, Ending Saturday Night Feb. 1

Furs! Furs! Going Cheap

We have several nice fur pieces—neck scarfs and muffs to close out quickly.

$10.00 Sets	$ 8.00
$12.50 Sets	10.00
$15.00 Sets	12.50
$20.00 Sets	16.50
$30.00 Sets	26.00

$1.00 Wool Dress Goods, 79c

400 yards wool dress goods, neat patterns and fabrics. These are pieces running two- to fifteen-yard lengths, excellent $1.00 values, placed on the counter to close out at per yard **79c**

50c and 60c Wool Dress Goods, 39c

We have accumulated a lot of short lengths in wool dress goods the last few months. All short lengths of our 50c dress goods on sale; per yard **39c**

Aviation Knit Caps, 1-2 Price

We have a few of these knit caps for ladies left to close out quickly and will sell the $1.00 values **50c**
75c values at **38c**

Men's 50c Underwear, 39c

Twenty dozen men's fleeced-lined also ribbed shirts and drawers, all sizes; colors gray and ecru, regular 50c values go in this sale; per garment **39c**

Men's 50c Dress Shirts, 39c

Men's collar band dress shirts, percale and madras cloth, white with black figures, also plain blue, sizes 14½ to 17, 50c values sale price **39c**

Fleeced Kimono Goods, 12 1-2c values at 9c

Figured and oriental effects in blues, pinks and light colors; regular 12½c values, sale price **9c**

Figured kimono goods in neat patterns, regular 10c values to close out; per yard **8c**

Misses' Short Jackets

A few misses' light weight jackets in red and blue and brown cloth, sizes 6 to 14 years, ranging in price $4.50 to $6.00 on sale at half former price.

Corsets--
TO CLOSE OUT CHEAP

Broken lines of—
ROYAL
WORCHESTER
R. & G. CORSETS
two or three of a kind, regular $1.50 and $1.00 values to close out; each—

65c

Shoes Shoes Shoes Greatly Reduced

Our shoe stock is too large and must be reduced To move quickly will make big price concession—a discount of 10 to 40 per cent on all our shoes. A big saving to you on your footwear.

Will place on the bargain counters a lot of broken lines to close out cheap.

Table One

Children's and misses' shoes, light and heavy soles, blucher cut, in calf and vici kid, sizes 8 1-2 to 11 and 11 1-2 to 2, most all sizes, regular price $1.25 and $1.50 a pair; sale price choice **98c**

Broken line of ladies' shoes, $1.25 to $1.75 values, choice a pair **98c**

Table Two

$2.00 and $2.50 Ladies' Shoes, $1.39 Pair

Broken lines ladies' button and lace styles, heavy soles, patents, gunmetal and kid leathers, most all sizes 2 1-2 to 8, regular $2.00 and $2.50 values; choice pair **$1.39**

Table Three

$2.00 and $2.50 Men's Shoes, $1.48

Men's work and dress shoes, heavy calf, also vici kid and box calf shoes in lace styles, most all sizes 6 to 11, placed on bargain counter; choice **$1.48**

Cotton Blankets on Sale

Price reduction placed on these blankets to close out—big roomy sizes.

$1.50 values at	$ 1.25
$2.00 values at	1.65
$2.50 values at	1.95
$3.00 values at	2.48
$3.50 values at	2.75

Infant Coats

Infants' bear skin in black, blue and red to close out at bargain prices.

Men's Odd Suits, $3.45 Suit

38 men's suits odd lots that have accumulated in stock the last few years. Brown, gray and blue mixtures in worsteds and cassimeres, most sizes from 34 to 40, sold regular $6.00, $8.00, $10 and $12 on sale; choice per suit **$3.45**

Men's Suits & Overcoats
REDUCED

Our entire line of Men's Suits and Overcoats at greatly reduced prices.

$10.00 Suits and Overcoats *$8.00*

$12.50 Suits or Overcoats *$10.00*

$15.00 Suits or Overcoats *$12.50*

$18.00 Suits or Overcoats *$15.00*

Grocery Specials

Money-saving prices on groceries during this clearance sale

12 cans Sugar Corn for	80c
8 bars Lenox Soap for	25c
7 bars Crystal White Soap for	25c
25c cans Punch Baking Powder	19c

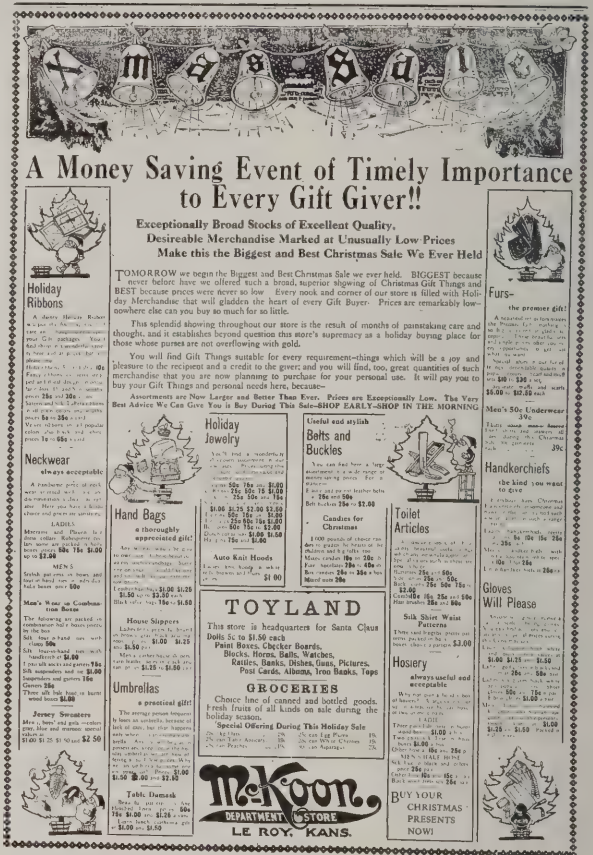
McKoon
DEPARTMENT STORE
LE ROY, KANS.

Grocery Specials

25c cans K. C. Baking Powder	19c
10c cans Sugar Corn for	7c
10c cans Hominey for	7c
5 pounds Pinto Beans for	25c

Highest market price paid for Butter, Eggs and Cream

No. 28



A Money Saving Event of Timely Importance to Every Gift Giver!!

Exceptionally Broad Stocks of Excellent Quality,
Desireable Merchandise Marked at Unusually Low Prices
Make this the Biggest and Best Christmas Sale We Ever Held

TOMORROW we begin the Biggest and Best Christmas Sale we ever held. BIGGEST because never before have we offered such a broad, superior showing of Christmas Gift Things and BEST because prices were never so low Every nook and corner of our store is filled with Holiday Merchandise that will gladden the heart of every Gift Buyer. Prices are remarkably low—nowhere else can you buy so much for so little.

This splendid showing throughout our store is the result of months of painstaking care and thought, and it establishes beyond question this store's supremacy as a holiday buying place for those whose purses are not overflowing with gold.

You will find Gift Things suitable for every requirement—things which will be a joy and pleasure to the recipient and a credit to the giver; and you will find, too, great quantities of such merchandise that you are now planning to purchase for your personal use. It will pay you to buy your Gift Things and personal needs here, because—

Assortments are Now Larger and Better Than Ever. Prices are Exceptionally Low. The Very Best Advice We Can Give You is Buy During This Sale—SHOP EARLY—SHOP IN THE MORNING

Holiday Ribbons

Neckwear
always acceptable

LADIES
Macrame and Plauen lace dress collars Robespierre collars some are packed in holly boxes prices **50c 75c $1.00 up to $2.00**

MENS

Men's Wear in Combination Boxes

The following are packed in combination holly boxes priced by the box
Silk four-in-hand ties with clasp **50c**
Silk four-in-hand ties with handkerchief **$1.00**
2 pair silk socks and garters **75c**
Silk suspenders and tie **$1.00**
Suspenders and garters **75c**
Garters **25c**
Three silk lisle hose in burnt wood boxes **$1.00**

Jersey Sweaters

Men's, boys' and girls'—colors gray, blue and maroon; special values at
$1.00 $1.25 $1.50 and **$2.50**

Holiday Jewelry

Hand Bags
a thoroughly appreciated gift!

House Slippers

Umbrellas
a practical gift!

Table Damask

Useful and stylish
Belts and Buckles

Belt buckles **25c** to **$2.00**

Candies for Christmas

Mixed nuts **20c**

Auto Knit Hoods

TOYLAND

This store is headquarters for Santa Claus
Dolls 5c to $1.50 each
Paint Boxes, Checker Boards,
Blocks, Horns, Balls, Watches,
Rattles, Banks, Dishes, Guns, Pictures,
Post Cards, Albums, Iron Banks, Tops

GROCERIES

Choice line of canned and bottled goods. Fresh fruits of all kinds on sale during the holiday season.

Special Offering During This Holiday Sale

McKoon
DEPARTMENT STORE
LE ROY, KANS.

Furs—
the premier gift!

Men's 50c Underwear 39c

Handkerchiefs
the kind you want to give

Gloves Will Please

Toilet Articles

Silk Shirt Waist Patterns

Hosiery
always useful and acceptable

BUY YOUR
CHRISTMAS
PRESENTS
NOW!

No. 29

It is our notion that common sense is not so common after all.

To see yourself as other see you, don't look in a mirror. Run for office.

The place where women always have perfect figures is in the popular novel.

Go into any printing office where there is a gasoline engine and you will find a crank.

It is a nice fiction to say that a spinster has been disappointed in love, but many a married woman will deny it is possible.

Another thing the printers in this office are thankful for: Both preachers and the school superintendent furnish copy that can be read.

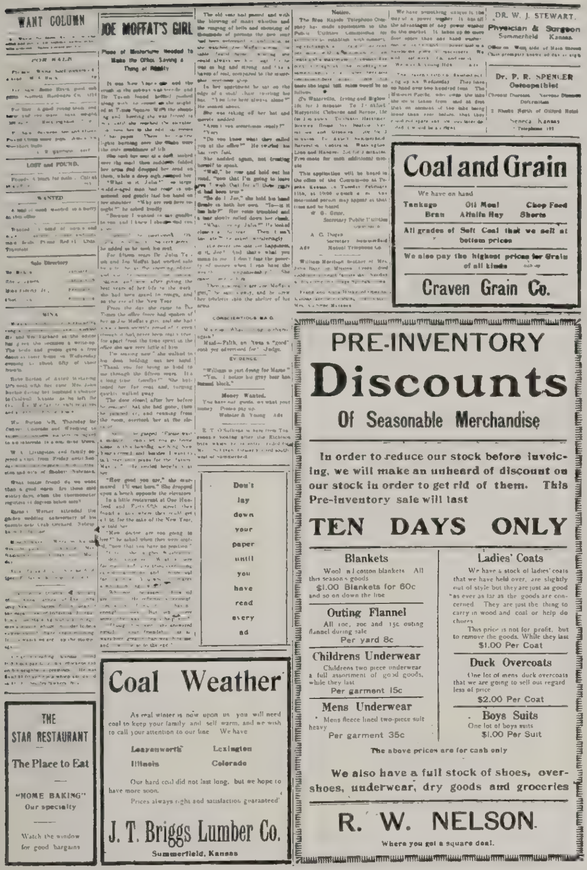
Contrary to the general church idea, kneeling at the altar does not necessarily alter a man's habits.

An honest confession may be good for the soul, but it is mighty hard on the reputation sometimes.

Says Uncle Gav: Fine feathers do a heap to improve the looks of the birds, but don't help the taste of the white meat.

Green is said to be very restful to the eyes, but too many men never look at anything green except the cover of a poker table.

A couple of good ads are taken from this sheet, too, and shown herewith as Exhibits 28 and 29.



WANT COLUMN

FOR SALE

LOST and FOUND.

WANTED

Sale Directory

JOE MOFFAT'S GIRL

Piece of Misfortune Needed to Make the Office Loving a Thing of Reality

CONSCIENTIOUS MAID.

EVIDENCE.

Money Wanted.

Notice.

DR. W. J. STEWART.
Physician & Surgeon
Summerfield Kansas

Dr. P. R. SPENCER
Osteopathist
Seneca, Kansas

Coal and Grain

We have on hand

Tankage Oil Meal Chop Feed
Bran Alfalfa Hay Shorts

All grades of Soft Coal that we sell at bottom prices

We also pay the highest prices for Grain of all kinds

Craven Grain Co.

PRE-INVENTORY
Discounts
Of Seasonable Merchandise

In order to reduce our stock before invoicing, we will make an unheard of discount on our stock in order to get rid of them. This Pre-inventory sale will last

TEN DAYS ONLY

Blankets
Wool and cotton blankets. All this season's goods
$1.00 Blankets for 60c
and so on down the line

Outing Flannel
All 10c, 20c and 15c outing flannel during sale
Per yard 8c

Childrens Underwear
Childrens two piece underwear a full assortment of good goods, while they last
Per garment 15c

Mens Underwear
Mens fleece lined two-piece suit heavy
Per garment 35c

Ladies' Coats
We have a stock of ladies' coats that we have held over, are slightly out of style but they are just as good as ever as far as the goods are concerned. They are just the thing to carry in wood and coal or help do chores.
This price is not for profit, but to remove the goods. While they last
$1.00 Per Coat

Duck Overcoats
One lot of mens duck overcoats that we are going to sell out regardless of price
$2.00 Per Coat

Boys Suits
One lot of boys suits
$1.00 Per Suit

The above prices are for cash only

We also have a full stock of shoes, overshoes, underwear, dry goods and groceries

R. W. NELSON.
Where you get a square deal.

Don't lay down your paper until you have read every ad

THE STAR RESTAURANT
The Place to Eat
"HOME BAKING"
Our specialty
Watch the window for good bargains

Coal Weather

As real winter is now upon us you will need coal to keep your family and self warm, and we wish to call your attention to our line. We have

Leavenworth Lexington
Illinois Colorado

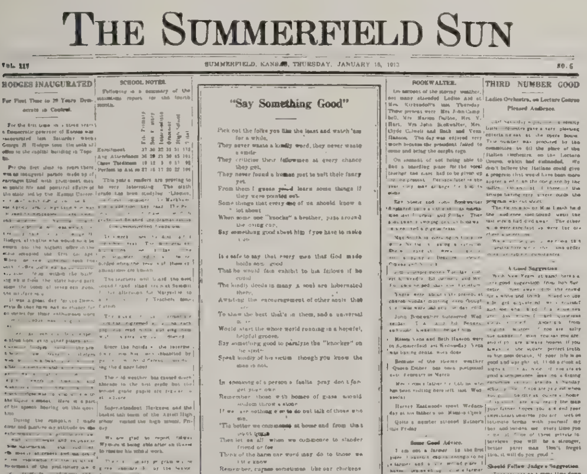
Our hard coal did not last long, but we hope to have more soon.

Prices always right and satisfaction guaranteed

J. T. Briggs Lumber Co.
Summerfield, Kansas

No. 30

I realize that I am consuming a lot of space this month with reproductions, but, since this Summerfield Sun (also of the great Sunflower State) is so positively ideal in its mechanical makeup, throughout, and therefore so forcibly illustrates the ideas of this department as regards that feature of newspaper-making, I cannot resist the temptation of reprinting here the front and back pages (Exhibits Nos. 30 and 31). With the issue of January 16, last, Orr & Orr, brothers, assumed control of the Sun, former editor H. B. Finlayson retiring. The Sun in many respects is a praiseworthy little sheet, and this department wishes its new publishers much success.



THE SUMMERFIELD SUN

SUMMERFIELD, KANSAS, THURSDAY, JANUARY 16, 1913

HODGES INAUGURATED

For First Time in 20 Years Democrats in Control

SCHOOL NOTES.

"Say Something Good"

BOOKWALTER.

THIRD NUMBER GOOD

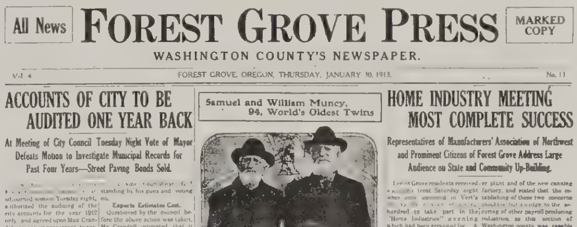
Ladies Orchestra, on Lecture Course Pleased Audience.

A Good Suggestion

No. 31

* * *

In last month's installment of these paragraphs I had occasion to mention the Christmas special of the Forest Grove (Oregon) Press, and the good things which I was then and there inspired to write return to me now as I view a copy of the regular edition of the same excellent weekly. I can't describe the artistic front page on this publication so well as I can reproduce it, so here it is (Exhibit 32). I ask the reader to note particularly the perfect balance in makeup, and the delightfully correct heads. Editor G. Edwin Secour still merits this department's compliments for his high class work, and all other features are up to the eminent standard set by the editor.



All News

FOREST GROVE PRESS

MARKED COPY

WASHINGTON COUNTY'S NEWSPAPER.

Vol. 4 FOREST GROVE, OREGON, THURSDAY, JANUARY 30, 1913. No. 13

ACCOUNTS OF CITY TO BE AUDITED ONE YEAR BACK

At Meeting of City Council Tuesday Night Vote of Mayor Defeats Motion to Investigate Municipal Records for Past Four Years—Street Paving Bonds Sold.

Samuel and William Muncy, 94, World's Oldest Twins

HOME INDUSTRY MEETING MOST COMPLETE SUCCESS

Representatives of Manufacturers' Association of Northwest and Prominent Citizens of Forest Grove Address Large Audience on State and Community Up-Building.

MACCABEES' SMOKER A MAGNIFICENT SUCCESS

NEW MAYOR AND COUNCILMEN ASSUME OFFICE AND PERFECT ORGANIZATION THURSDAY NIGHT

DEBATE FOR DISTRICT CHAMPIONS SATURDAY

No. 32

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS
Entered at the Chicago Postoffice as Second-class Matter
BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate
WM. E. HERBERT - Supt. of Mechanical Department

Official Paper of the National Press Association
Member Ben Franklin Club of America, Chicago Trade Press Association, Illinois Press Association, Order of Pica, New York State Press Association.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO, MAY, 1913

Sources of information have been so multiplied in the past half century, and are so varied that it is sometimes debatable, as one cannot possibly utilize all, which to choose and which to forego.

The conventions and expositions in the lines of printing and publishing have become so numerous and of such high character, that it seems a hardship not to be able to avail one's self of very many of these, yet were one to undertake to be a member of all useful organizations or to share in all conventions and attend all expositions, it would take nearly all one's time and involve an expense that would not be justified.

Yet, every printer and publisher needs all possible knowledge to keep up with the rapid advances that are being made. Happily, a technical or trade press has been developed, most excellent publications established, covering, as a whole, every possible branch and source of knowledge so that one need not deny himself anything that is important to any branch of the callings of typography or journalism.

The investment of ten dollars a year, in four publications devoted to printing and its different branches and to newspaper making, will furnish one all that is worth while or that is to be secured in any way, at one-fiftieth part of the cost of attending conventions and expositions. This does not mean that one should neglect membership in, or attendance upon the conventions of associations directly devoted to or in touch with his calling. These are means of united action, besides there is inspiration in the personal touch, association and comparing of views.

Conventions bring out new thoughts, opinions and valuable experiences. As to expositions that show all the wonderful new machines, inventions, contrivances and methods, seeing is always more satisfying and informing and convincing than can be the mere reading of descriptions, though, with the perfection of the modern art of illustration, a much clearer comprehension can be secured now from the pages of the journals than was possible at any other time in the past.

In any event, the journals are needed for the preserving of the knowledge — enlarging, explaining and bringing it home for application. Conventions and expositions are expensive, the latter costly alike to the exhibitors therein and to the attendants thereon. There is no doubt but that in many instances the expending by manufacturers or dealers in the trade journals equal amounts expended at expositions would bring a hundred-fold greater results, provided proper care were taken in illustration and making clear by description.

Yet, we would not discourage exhibitors. All methods must be used, but it should be remembered that displays at expositions will never take the place of advertising and that the proper, if not the only, way to secure full or permanent results from exhibits or sufficient returns to justify the great expenditures, is to exploit these exhibits in the trade papers, using the exhibits as the basis of new, interesting and enlightening advertisements.

A good deal of attention is given in this issue of the National Printer-Journalist to conventions and to expositions, past and to come, because we believe in them. Yet these can be made too costly, especially when indulged in to the neglect of the more permanent and useful distributors of knowlegde, the journals that are all the time devoted to the promulgation of all that can improve or benefit the members of the calling and to the promotion of the installation and the useful employment of all improvements for the securing of greater efficiency, economy and better and larger production.

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We were proud of our April issue of the journal and have received highly appreciative compliments thereon, for the great amount of valuable matter contained therein that had to do with the profitable, scientific and efficient conduct of both the mechanical advertising and the business management of printing offices.

The issue was equal to a whole volume of joint authorship by experts on the practical departments of a combined business and industry, that has been in the past too neglectful of systematic ascertaining of cost, proper estimating and wise charging, as well as of economy and carefulness as to equipment and orderly, time-saving arrangement and adaption.

The Managing Editor of the Navy

One of the best talks at the banquet of the combined daily press associations in New York, April 24, at the Waldorf-Astoria, where seven hundred and twenty newspaper men were present, was made by Josephus Daniels, Secretary of the United States Navy. "He talked about the navy in newspaper terms," says the New York World, "and talked about the newspaper in naval terms." He called himself "managing editor of the navy," and declared that Abraham Lincoln and Woodrow Wilson gave peculiar evidences of statemanship in that both of them chose newspaper editors to be Secretary of War. Since the chief job of a managing editor is "to know where hell will break loose next and have a man on the spot," Secretary Daniels said the editor is perfectly equipped for the secretaryship of the navy.

The importance of the newspaper in the service of the common good was discussed at length by Secretary Daniels.

"No Policy of Concealment"

"Speaking for the new Administration at Washington," said Secretary Daniels, in this one serious reference to the Wilson Administartion, "let me say it has no policy of concealment. It appeals not to any group or class, but its appeal is to the whole people of America, and it realizes that it will win their approval only as it carries out pledges and meets the just needs of all the people who oppose privilege and demand only a fair chance. It invites criticism in all that it does. It wishes to have the searchlight of publicity turned upon all its acts."

Editor Daniels has long been a subscriber to and reader of the National Printer-Journalist, one of this paper's warmest friends and earnest in his commendation of the work that it has accomplished for the press of the Nation. He is a member of the National Press Association and a speaker at the annual conventions. His paper is the News and Observer of Raleigh, N. C.

In the early part of the dinner Secretary Daniels received a long-distance telephone message from his home in Raleigh, and when he returned to the dining room he informed his friends that misfortune has overtaken him. His newspaper plant had been entirely destroyed by fire. The plant was one of the finest in the South, and of the equipment only one linotype machine was saved. Secretary Daniels said that The News and Observer would appear as usual the next morning, the other Raleigh papers having put their plants at his disposal. The Secretary left for Raleigh at midnight.

Secretary Daniels was the principal speaker of the evening, and when he was introduced his friends of the newspaper world jumped to their feet and cheered him.

Mr. Daniels began his speech with a reference to the appointment of Walter H. Page as Ambassador to the Court of St. James. Mr. Page was once a newspaper man in Raleigh, N. C., and the Secretary of the Navy told what a fine editor Mr. Page was some twenty-odd years ago. When Mr. Page left Raleigh for the North, Mr. Daniels succeeded to the Raleigh business.

"I have for thirty years been continuously engaged in sea service," said Secretary Daniels, "and my present position is my first short assignment in these years. For that long period I have been in command of a 'gunboat' on the sea of journalism, and a rough, stormy sea it has been at times, as all newspaper men will appreciate. A few weeks ago the Commander in Chief of the American Army and Navy decided that a man who had had thirty years of sea service ought to be detailed on shore, where he could make assignments for the officers of the navy.

The Newspaper Navy

"During the years that I have been commanding a 'gunboat' on the journalistic high seas, my friend, Melville E. Stone, has been in command of a dreadnought: William Randolph Hearst has been in command of a flotilla of torpedo boats, firing simultaneously from New York, Boston, San Francisco, and Los Angeles, not to speak of points in the interior; Ralph Pulitzer has been on the outposts and with hydroplanes able to drop bombs into the camps of the real enemies of true democracy; Col. Nelson has sought by the proper employment of submarines to blow up the old parties, having as his First Lieutenant the gifted Medill McCormick, while Frank Munsey has been the Paymaster General of this new flotilla of submarines which carried terror into many hearts toward the ides of last November; our venerable friend, Col. Henry Watterson, ranking Rear Admiral of the old Democratic fleet, commanding the battleship Kentucky, and sailing under no orders except those issued to himself, is the most brilliant and audacious naval officer since the days of John Paul Jones, to whom, in his adventurous spirit and enterprise, he is akin; always gallant, too, on the high seas is our distinguished Admiral Felix Agnus, commanding the cruiser American, who received his sailing orders a quarter of a century ago, and has led the old Republican fleet into many a safe harbor.

"I hope I will be pardoned for saying that we have had two Presidents in the last half century who gave peculiar evidence, from an editorial point of view, for the wise exercise of the high duties of the greatest office in the world. I refer to Abraham Lincoln and Woodrow Wilson. I say this, not because of the greatness of the martyred President, nor of the scholarship of our present Executive. I give them this high place solely because they are the only Presidents who knew exactly where to go when they came to name a Secretary of the Navy. Other Presidents have supposed that this training for this high office was to be found in law or in business or in seafaring. These two Presidents understood the real needs of the navy. They believed in the principle in "Pinafore";

"Stick to your deck and never go to sea
And you all may be rulers of the Queen's navee."

Managing Editor of the Fleet

"They understood that what is needed was not so much a man who could talk in the sailor vocabulary of starboard and port, (which by the way have been relegated into innocuous desuetude with the full approval of Admiral Dewey and the General Board,) but what really was called for at the head of the navy was a managing editor, one who understood how to make assignments, and to put the right men in the right places at the right time.

"Why do I single out Lincoln and Wilson for my highest praise? It is because each went outside of the field of politics and business to secure an editor as Secretary of the Navy. Arthur also chose a newspaper man in William E. Chandler, but the distinguished New Hampshire Senator had attained more reputation as publicist than as editor, while Gideon Welles and the present incumbent came direct from the sanctum to become managing editors of the Navy.

Program and Itinerary National Press Association

Twenty-eighth Annual Convention, Colorado Springs, Colo., June 16 to 23, 1913

Monday, June 16: The Colorado State Editorial Association will be in session, and will appreciate the attendance at their meetings of any who may be in the city in advance of the convening of the National Association.

Tuesday, June 17: Morning arrival of delegates, registrations, and general opening session, Chamber of Commerce rooms.

2:00 p. m.—General and department sessions.

Women take trip to Summit of Mount Manitou via Scenic Incline; spend afternoon in Mount Manitou Park.

8:00 p. m.—Smoker at Antlers Hotel or Chamber of Commerce.

Wednesday, June 18: 9:00 a. m.—General session of convention.

Women take high drive.

1:30 p. m.—Meeting of the Cost Congress department. Meeting of the Daily Paper Department.

5:00 p. m.—Union Printers' Home. (Definite program to be advised later.)

Thursday, June 19: 9:00 a. m.—Meeting of the Department of Journalism.

1:30 p. m.—Final session of the general session.

3:30 p. m.—Street car ride to Stratton Park. Visit South Cheyene Canon and Seven Falls.

5:30 p. m.—Outdoor picnic dinner in the canon.

7:30 p. m.—Band concert or dance at Stratton Park.

Friday, June 20: Sightseeing. Crystal Park auto trip. Pike's Peak on Cog Road; Cave of the Winds.

(Party will be divided, one section visiting one of these points of interest while the others are taking in some other, allowing all to take at least two and perhaps three of these trips.)

Saturday, June 21: 9:00 a. m.—Special train to Cripple Creek over the "Shore Line." All day. Details as to lunch in Cripple Creek to be advised later.

Sunday, June 22: Rest, or spend day as each individual chooses.

Monday, June 23: 9:00 a. m.—Automobile ride, covering the following points:

Garden of the Gods, residence section Colorado Springs, Palmer Park, Mushroom Park, Ancient Cliff Dwellings, Manitou and Colorado City, Ute Pass (convict-built highway) to Cascade, Broadmoor, Canon City convict-built highway, and other points of interest.

6:00 p. m.—Leave for Denver.

This program will probably be so arranged that departure for Denver will be taken on Sunday evening instead of Monday.

George E. Hosmer, of Denver, executive committeeman from Colorado, under date of April 4th, writes entertainingly as follows:

"You will notice on Wednesday a visit to the Union Printers' Home is arranged. Exactly what this will be has not been decided, but a letter from President Lynch of the International Typographical Union says that when their board meets at Colorado Springs in May, they will plan some definite entertainment.

"The superintendent indicated that it would probably be a dinner. Beginning after the close of the session on Thursday we have a very large entertainment program, including a picnic dinner in South Cheyenne Canon. The Friday's program is complete except that no contract has been signed with the Cog Road, although they have verbally promised. Their manager has been in the East for several months. All of Saturday will be taken by the trip to Cripple Creek. This is the first place where there is any possibility of expense to the members while out as the guests of Colorado Springs and the Colorado Editorial Association. So far we have not been able to get a definite promise regarding lunch at Cripple Creek, but I hope to arrange for one in one of the big mines there.

"In Denver the city has contracted to give an entertainment at its auditorium, which, in addition to a musical or other program, will consist of a demonstration of the quick change that can be made in the building from a theater seating 4,000 to an auditorium seating 15,000. The Denver Press Club wants to give some sort of an entertainment for the association, and the Denver Motor Club will provide an auto trip to one of the city's mountain parks and a ride through the city, showing Denver's beautiful boulevard and lighting system and parks.

"The headquarters of the Association will be (while in Denver) at the Albany Hotel, which has made us a rate of $1 for room without bath, and $1.50 with bath. This hotel also expects to give an entertainment to the visiting editors. I do not think it will be possible to see and do all the things which they will want to see and do in Denver in less than two days. We have then arranged for a special train to leave Denver in the morning at 8:30 or 9:00 according to the desires of the Association and spend a day visiting the rich agricultural section of Northern Colorado, making short stops at Boulder, Longmont, Loveland, Fort Collins and Greeley; taking lunch either at Fort Collins or Greeley. This trip is without expense to the member of the Association, being complimentary from the towns visited and the Colorado Editorial Association.

"The party will stop over night at Fort Collins and the next morning the members of the Association will go by auto to Estes Park, which is one of the most beautiful spots in the Rocky Mountains. The Stanley Hotel there, whose regular rates are from five to ten dollars a day, have made a rate of three dollars a day, American plan, for a two-days' stay at the park. The auto hire from Fort Collins to Estes Park in seeing the park will be $5.00 per person. This makes the total expense $11.00 per person for board and auto hire for the two days. The hotel accommodation at Fort Collins before going to the park would be $1.00 to $1.50 for rooms, with meals at 35 cents and up.

"This arrangement will, if the party should arrive in Denver Sunday evening, and spend Monday and Tuesday in Denver, make the agricultural trip on Wednesday and spend Thursday and Friday night at Estes Park, would bring the party back to Denver Saturday afternoon at about 1:30. You will notice that the total expense of the trips through Colorado, including two-days' auto trip, outside of hotel expenses during the meeting and while in Denver, is less than $15.00 per person."

HOTEL RATES

The Antlers—Room without bath, occupied by two people, $1.50 per day each person.

Room with private bath, occupied by two people, $2.00 and $2.50 per day.

The Acacia Hotel—Room without bath, one person $1.50. Room without bath, two persons, $2.50. Room with private bath, one person, $2.00. Room with private bath, two persons, $3.50.

New Kennebec Hotel—Room, single person, $1.00. Room, two persons, $1.50.

The Joyce Hotel—Room, without bath, one person, $1.00. Room with bath, per person, $1.50.

Alta Vista Hotel—Room without bath, one person, $1.00. Room without bath, two persons, $2.00. Room with bath, one person, $2.00. Room with bath, two persons, $3.00 to $4.00.

Hotel Rex—Room, one person, from 75c to $1.00. Room, two persons, 50c to 75c per person.

The Almo Hotel—On the basis of $1.00 per day and upwards.

The rates are on the European plan.

Cost System Department Congress

H. S. Neal, Chairman

Mr. B. B. Herbert, National Printer-Journalist,
Chicago, Ill.

Dear Mr. Herbert: In regard to the information which you ask for, I must say that I have not as yet received all the acceptances from those I have asked to take part in the program, but feel confident that they will do so.

The program for this session will be as follows:

"The Cost System and Efficiency," E. E. Sheasgreen, Secretary Ben Franklin Club of America.

"The Cost System and Credits," Frank Barhardt, Kansas City.

"Twenty Minutes with the Cost System," Fred Abernathy, Denver, Colo.

"Costs of the Country Newspaper," Chas. H. Browne, Horton, Kans.

I have selected as secretary of this session Mr. Gilmore, of Gilmore & Rush Company, Colorado Springs.

In arranging this program I have selected men whom I know are practically fitted to present these questions in the best manner possible. Of course, you realize this is subject to minor changes.

I should be glad to receive a copy of your publication, as well as that of last month, with bill attached.

Yours sincerely,
H. S. NEAL.

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Program Country Weekly Department

Frank O. Edgecombe, Signal, Geneva, Neb., Chairman.

"The Production of a Profitable Country Newspaper," A. B. Crampton, Citizen-Times, Delphi, Ind.

"The Ad Club in Our Town," C. E. Curtice, Miner and Mechanic, Neosho, Mo.

"The Next Step in State Organization," E. R. Purcell, Chief, Broken Bow, Neb.

"Uncleanliness vs. Cash in the Printing Business," Walter Walker, Daily Sentinel, Grand Junction, Colo.

"The Country Editor's Divorce Problem," Prof. Merle Thorpe, Department of Journalism, University of Kansas, Lawrence.

Question Box and Round Table discussion, to be conducted by the chairman.

J. Byron Cain of the Belle Plain, Kans., News, has been appointed secretary of the department.

Journalism — Educational Section

Charles Dillon, Department of Industrial Journalism,
Kansas State Agricultural College, Chairman

First session of the Educational Section Tuesday afternoon, June 17, 2 o'clock.

"Accuracy in Newspapers," Fred R. Marvin, Editor of the Pueblo Leader.

"Liberty of the Press," Judge Smith McPherson, United States District Court for the Southern District of Iowa.

Discussion of both addresses will be welcomed. Judge McPherson's address, especially, will be of surpassing interest to every editor, and every editor will be invited to present his views or to ask questions. Few subjects have engaged more attention in the last year than the subject of which Judge McPherson is to speak.

Second session of the Educational Section Thursday morning, June 19, 9:30 o'clock.

Charles Dillon, Chairman.

"The Dignity of Journalism," Merle Thorpe, Professor of Journalism, University of Kansas.

"What Newspapers Can Do," George H. Perry, Director of Exploitation, Panama-Pacific Exposition.

"The Unhappy Humorist," Irvin S. Cobb, Humorist of the New York World, author of a good many things you've laughed over in recent years.

Other fine attractions promised.

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JOURNALISM SUMMER SESSION

Course at the University of Missouri Will be First of Its Kind in Any School

For the first time in any university or college, instruction in journalism is to be given as a part of the regular summer session of the University of Missouri. This will give an opportunity to many persons, both in and out newspaper offices, who are unable to attend the regular session of the university.

The courses in journalism will be supplemented as in the regular sessions of the university, by practical work on the University Missourian, a general newspaper. All of the work of editing and writing for the paper will be done under the direction of members of the faculty of the School of Journalism by the students taking the courses.

Three courses dealing with the gathering, writing and editing of news and special articles will be offered. The course in news gathering consists of class discussion and lectures on news, its value, methods of gathering, treatment and classification and actual practice in writing. Reporting, the second course, gives the students laboratory practice in the gathering and writing of news and special articles for the University Missourian. The course in copy reading consists of copy editing and headline writing. All copy written by the students is used by the students of this class for discussion and is then edited under the direction of a member of the faculty.

The requirements for admission to the summer session are the same as to the regular session. Credit for work is given both in the School of Journalism and the School of Education of the university.

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Mr. Paul M. Nahmens resigned as assistant secretary to the Milwaukee Franklin Club and the State Club on April 1st, and connected himself with the Broadway Press, formerly the Pollworth Press, in the capacity as president and general manager. He had held his position for two years and nine months and was successful in creating a larger membership and was instrumental in organizing a State Club and spreading the gospel of costs to printers throughout the state, having given numerous cost demonstrations and installed cost systems in quite a number of offices. It was regretted that he resigned, but says that he will still be able to give some time towards organization work, as he is a firm believer in organization and co-operation.

Concerning the Newer Punctuation

By Grace McKinstry, Fredonia, N. Y.

"Mamma, I know how to punctuate," said a little girl, who had begun school. "If you want to write, 'Who is that?' you mark a button-hook at the end of it, and if you want to write, 'What a big lion!' you mark a hat-pin after it."

It cannot be denied that the "hatpin" alluded to is penetrating our literature as conspicuously as it penetrates our hats. What psychological reason is there for the hat-pin and exclamation-pointages to coincide?

We take a seat in a street car, and the hat next to us strikes us as "a perfect poem" when first we gaze upon it, but it is spiked on with a deadly weapon which may cause us to leave the car looking as if we had fought a Heidelberg duel. The quatrain or the sonnet which strikes us as a perfect poem at first, gives an exclamatory scratch to our mind at the end, as if it feared that otherwise we might not see the point.

The last line of the poem is not more passionate than the first or second — the exclamation point seems to be merely a rule nowadays, which one would no more think of violating than he would think of commencing a sentence or a line of poetry with a small letter. To be sure, if the verses are humorous, the joke comes in the last line and, perhaps for fear that we won't see it, the exclamation-point accompanies it, to call our attention in the same way that the hand with the pointing finger was formerly so often used by printers, to call attention to short and otherwise obscure paragraphs.

This is an excitable age, of course, and the exclamation-point may be only another manifestation of the spirit which provides the flashing, ever-changing electrical advertisements on Broadway, the nerve-splitting motorcycle, and the speeding automobiles, with their discordant and startling horns. Yet, on the other hand, the Society for the Suppression of Unnecessary Noise has made us dream of a quieter, calmer day in the future, and some lovers of quiet have gone so far as to suggest that all auto horns should be keyed the same, which (as "Satire" aptly observed) would be a good idea, for then the toot ensemble would be more pleasing. And — returning to the hat-pin — various cities have made laws limiting the distance a pin may project beyond a hat. Paris, through M. Lepine, the perfect of police, has waged war against it thoroughly. Why not next ask the French Academy to put some limit upon the use of the literary hat-pin — the exclamation-point?

However, the French enjoy literature that is subtle, delicate, fine — so perhaps they don't overwork the exclamation-point as we do. We may think it necessary to hit a man in the head with our main idea, to "break it to him gently with an ax." It's very much the way we act toward foreigners who haven't mastered our language — we scream at them.

If we are to take up the matter of the explosive poem in a truly scientific spirit, we ought to compile a few statistics. We will now examine a recent number of Munsey's, because that magazine always publishes both light and serious verse. We find the whole number of poems to be 16, of which 7 are light, and 9 are serious verse.

Two of the serious poems end with the "button-hook.' Only one poem ends with a period — and this one evidently because the last line is, "Nothing would we ask save peace." Of course, we don't want to get excited over peace, but neither do we want to read poems that are not punctuated in an up-to-date manner. We are appeased, however, when we note that the fourth line from the end of this poem reads, "Hush thy music, wind of evening!"

Thus we may infer that, as regards modern usage, the period has come to a full stop. Or, like certain grains that appear on the breakfast tables, maybe it has been shot out of a gun, and exploded into an !. At any rate, the thirteen other poems in Munsey's end with the exclamation point. Here are their last lines:

Serious Poems

Amid the shadows Laura waits for me!
Build me a deathless joy!
The little old brown house is waiting for me!
For brethren shall not know his coming dim!
Always my heart will call: "My little girl!"
Lest she come not again!

Light Verse

The while I push it up and down the lawn!
God grant that I may ever be
    To my boy what he was to me!
He felt he must get in!
With all my heart I'll give you mine!
In those old-fogy times!
He seeks the combination still!
The newly married man!

It is highly probable that most of these closing lines, if printed a few years ago, would have ended with a period. But maybe our modern usage is right, in which case, should not the next compiler of an anthology inject (or interject) new life into the older poets with a few pricks of the literary hatpin? It may be just as important as it is to Modernize the spelling of Chaucer for the general reader. Gray, for instance, has only two exclamation-points in the whole "Elegy," and they are not at the end. We could easily sprinkle in a few for him:

"And leaves the world to darkness and to me!"
"No more shall rouse them from their lowly bed!"
"Some Cromwell, guiltless of his country's blood!"

Such endings would modernize Gray's stanzas considerably. And we could help the past writers of humorous verse to poke the ribs of generations to come:

"The Heathen Chinese is peculiar,
Which the same I am free to maintain!"

That, had she lived a twelve-month more,
She had not died today!

And as to the authors of new rhetorics, let them make haste to print, in bold type, the rule:

"Every line of poetry should begin with a capital, and end with an exclamation-point. If the closing sentence is really exclamatory, use two exclamation-points ! !

* * *

TOPEKA PUBLISHER SCATTERS FLOWER SEEDS

Over 3,000 boys and girls gathered in the office of the Topeka Daily Capital on Friday, April 4, and enrolled as members of the Juvenile Flower Club. Short addresses were made by the superintendent of the Topeka schools and other prominent citizens. By a unanimous vote they elected Arthur Capper president of the club. Each boy and girl was given a supply of flower seeds, which they promised to plant and cultivate. They also promised to take flowers to sick people this summer. Mr. Capper is at the head of the movement to beautify Topeka. Seven years ago he started the Juvenile Flower Club and has given over 100,000 packages of flower seeds to the children of Topeka.

Ordinary Printer—and Stuff

By A. Hoyt Levy, New York City, N. Y.

The fault is Mr. Herbert's — I mean Herbert the younger, for Herbert the elder, though still a youth, is past the age of fault.

On his recent trip to New York, he (Herbert the younger) stopped in to see me, and naturally the talk drifted to "shop." I showed him our booklet in which a section entitled "The Ordinary Printer and the Advertising Man" raps the "ordinary printer" with an implement of about the heft of a sledge hammer.

Mr. Herbert read it, and, instead of taking issue with me, he commended my argument and asked me if I wouldn't say as much in an article for his magazine. And so I repeat, the fault is Mr. Herbert's.

I've been in the advertising business a good many years, and as printing is the right hand of advertising, I've come in contact, professionally, with many printers. Like the cop force of New York, there are some good and some bad printers in the profession. But it is with neither of these I am concerned just now — it is with the great number of "ordinary" printers.

The "ordinary printer" is out for the money first, last and all the time. Not that it isn't a good trait in a man and perfectly proper, to look for all the money he can make. But I can't help but feel that the printing profession is so akin to art, that the printer who takes the proper pride in his profession should take a proper pride in his work.

The "ordinary printer" can, as a rule, do a good job when he wants to, but with him it's a question as to whether he can afford to give it the time required for the price he gets. And so he surrenders his ability for speed, which accounts for so much printed matter speeding to the waste basket.

The "ordinary printer" follows the geometrical rule that "a straight line is the shortest distance between two points." No matter how beautiful the byway may be, he will seek his destination by the straight, dull highway. And so, when he gets his copy, he begins setting up his type with little or no preliminary study, trusting to luck to make the copy fit the space. And if by chance he finds the copy too little for the space, he will fill up the emptiness with the first ornament he can pick up, regardless of its pertinence to the subject in hand or its artistic value to the job. To center lines, indent, equalize spaces, even up lines — in short, to do anything out of the ordinary which may improve the appearance of the printed matter, requires more than the usual care, and care means time.

To set up an attractive job, you've got to study your copy. In order to intelligently display the matter so that the type will "talk with gestures," you must sketch out designs just as the artist makes his pencil sketches before he begins his finished drawing. You can set a job in as many ways as you can skin a cat, but there's always a best way, and from the various sketches you make, you select the best and set the job accordingly.

Every job that comes into our office, large or small, is carefully planned before a letter of type is set. The series and points of type are selected with a purpose, and we know from the dummy just how the finished job will look. For my own part, I usually make a half-dozen or more sketches and with a water-color box at my side, work out various color schemes. This gives me a good opportunity for selection.

Does it pay?

Well, that's a question in economics. I find that it does pay. Occasionally a kicker makes a howl about our prices and tells us that a printer down his way does work for a great deal less. But merit bears the greatest weight after all, and once we land a customer, he rarely leaves us for "the printer down his way."

Get your man educated up to good work and he'll pay your price, although he may kick at first. It may require patience and even courage, but stick it through; give the people the best there is in you, and eventually you'll get 'em coming your way.

Don't get the idea from what I've said here that all the "ordinary" work is done by the compositor. The pressman is in the same boat. I have seen many an otherwise fine job ruined because the pressman had not taken a little more time on the overlay or in getting a perfect register. And worse yet, many an otherwise good job becomes fit for the ash-barrel because the printer could not afford to slip-sheet the job. When you stop to figure the cost of the stock, composition, ink, pressmanship, binding and the dozen other details, besides the later cost of the distribution of this very piece of printed matter, it's heartbreaking to think that for the slight additional cost of the slip-sheeting the whole blamed job goes down to demnition.

Somebody once said to me that printers were the most accomplished men on earth in the art of using swear words. Perhaps the reason may be found in the above paragraph.

It's a long time since I've written for publication, and I don't know when I'll get another chance to push my pen on the subject of printing. So I'll take advantage of Mr. Herbert's invitation to make mention in this article of one whom I believe to be a most "unordinary" printer, if I may use such an adjective.

In a recent issue of the National Printer-Journalist I noted reproductions of work by Mr. Harry Stuff and clipped them out. I have the clippings before me, including that one with his picture in pen-and-ink.

Here you have a man who is "unordinary." His face is one proof, for I don't remember ever seeing a printer with whiskers. But seriously speaking, in Stuff we have a man who really must love his work. He shows it in his words. He sees; he studies; **he does things only as he wants to do them.** He's different. He doesn't follow the straight line because it is the shortest distance between two points.

Stuff would rather walk four miles through the woods than one mile along the road. That's how I analyze Stuff from the little I have seen of his work. And he can certainly throw the bullcon.

I venture to say that if a man kicked at Stuff's price, Stuff would as soon tell the man to go to blazes as take in a show at the Orpheum. And I'll venture further that Stuff gets more money for his work than any printer in Seattle and yet gives his customers ten times as much for their money than they could get from any printer in the wild west of Washington.

Moral for the "ordinary printer: **Study Stuff!**

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SECOND ILLINOIS COST CONGRESS

The second Illinois Printers' Cost Congress will be held at Springfield June 13 and 14, 1913, with headquarters at Leland Hotel. An interesting program will be provided. In addition to a few well-chosen addresses by prominent organization men, there will be a Cost and estimating School held, thus making the meeting practical value to everyone who attends. All are asked to unite in making the Springfield convention a greater success than was scored last year at Peoria.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, Parrsboro, N. S., Canada.

THE shadowtone idea in half-tone work — a graduation of color which gives the effect with one printing, two printings or more — is being very largely employed in advertisements in the leading magazines, and its possibilities in job work are many. Away back in September, 1911, the Williamson-Haffner Engraving Company of Denver, Colo., were featuring the "combination printing plate," as they called it, in their live house organ, the Lariat, "published every time the moon gets full."

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Nameplates of the Better Class

The use of "nameplates" in advertising has frequently been discussed in this department, and examples of many of the best nameplates have been given here. The most comprehensive collection of nameplates I have seen is in the booklet "Adcuts," issued by the Adcut department of the American Type Founders Company. A good nameplate, in these days when change of matter is so apparently an advantage in most advertising, is the part of the ad that helps a maintenance of an individuality, even when it is considered best to vary the general style. But what unsightly things many nameplates are, even when they are new! And a worn-out nameplate often spoils or partly spoils an otherwise attractive ad. Then there are many small cuts used for nameplates that are unskilfully mounted, and hence do not print well even when they are new. The cuts of the A. T. F. Co. are cast from type metal in type moulds, and are indubitably type high. It is claimed that no line of the artist is lost, even in the most minute reproductions, but naturally this does not prevent the clogging that is so common with the nameplate used day after day, month after month, in newspapers. However, there is no necessity for using such minute reproductions in newspapers. There are several excellent nameplates of printers among the many examples given in the booklet. The recipient is asked, if interested, to send for a large pamphlet showing many additional designs, giving prices, and telling how to order "adcuts."

The Advertising of Paper

A four-page circular sent by Bradner Smith & Co., 175 West Monroe Streett, Chicago, is printed in two shades of dark green on buff laid cold pressed Kenesaw stock. With its rich antique finish this stock has an old-style hand-made effect that is very pleasing. The two greens are not harmonious, though either of them would have looked well without the other on this stock. The heavy Roman capital letters do not seem to suit the Old English lower case, either, and the decorated initial is another feature which is pleasing enough with the body type, but which certainly does not harmonize with either of the other letters. With such beautiful paper and good type and lettering, would it not be well worth while to pay more attention to the typography of such an advertisement?

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"You can't sell good printing unless you have good paper," says "A 'Strathmore Quality' Post Card," sent by Strathmore Paper Company, of Mittineague, Mass. It also says, "You ought to be selling a lot more good printing because you have a 'Strathmore Quality' Cabinet." So the card is evidently sent to printers who have such an office help. In the corner of the post card is a reply post card, with two perforations to insure easy removal, on which to specify any books that may be missing. The stock is bisque Fairfield Bristol, a paper with a look of refinement as well as a feel of strength.

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Neenah Paper Company, of Neenah, Wis., manufacturers of loft-dried writing papers, say, in a letter to printers, "Through our persistent advertising in magazines and newspapers of influence, and by strong personal letters to the consumer, we have familiarized letterhead users with Old Council Tree Bond." That is one paragraph of a good letter. And one of the best points of the letter is that its design, the color of the heading and the trademark at the bottom, and the gray ink of the body of the letter, are in such perfect keeping with the gray and elegant stock. The spacing and margins of the letter likewise harmonize perfectly with the chasteness and refinement of the design. Surely the pains bestowed on having stationery that is not merely beautiful of itself, but is likewise beautifully printed, will appeal not only to printers, but also to the ultimate consumer.

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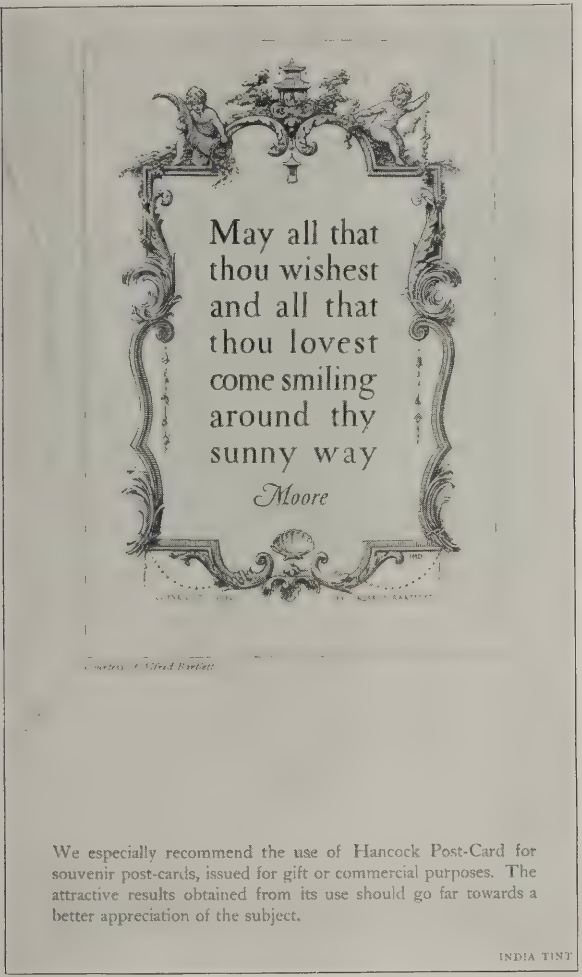
A booklet of which the cover is 6 x 9 inches, Hancock post card stock, white tint, and the two inner leaves are gray and India tint Hancock stock, somewhat smaller, is issued by Swigart Paper Company, Chicago, Ill. The cover has a fine woodcut illustration of Hancock's home. The beautiful deep tone of the stock, with its soft, dull finish, is admirably suited for such a woodcut, and a half-tone of an old home on the gray stock is likewise very pleasing as to harmony of tone with the tint stock. The India tint is a particularly rich cream, and the ornamental border on the page (1) showing this tint is in a brown that is especially suited to the stock. The remainder of the page, including the lettering, whose slight irregularity has a peculiar charm, is in black.



May all that
thou wishest
and all that
thou lovest
come smiling
around thy
sunny way
Moore

Courtesy of Alfred Bartlett

We especially recommend the use of Hancock Post-Card for souvenir post-cards, issued for gift or commercial purposes. The attractive results obtained from its use should go far towards a better appreciation of the subject.

INDIA TINT

No. 1

✣ ✣ ✣

I am holding a document that is sufficiently imposing, witth its crispness, and its sheen from which any suggestion of flashiness is lacking. Oh, yes, it is a document, all right; for, as Nuttall says, 'Document, a paper for information or proof, containing instructions for the establishment of facts." This document gives not only information as to Mail Order Bond, a linen-finish paper, but also proof, for the outer sheet is the white of this stock, and the samples within are blue, opal, India, gold, brown, heather, gray. On the back of the job is the date line, "Issued April, 1912," which I have looked in vain for on samples when I desired such information. The bond is made by The Taylor-Burt Company, Fifth Avenue Building, New York.

✣ ✣ ✣

To make your loose-leaf books flat-opening use Whiting's Sterling Linen Ledger, flexible hinge, is the message of a sample leaf sent by Whiting Paper Company, 610 Federal Street, Chicago. The flexible hinge is made in the sheet at the time the paper is forming on the machine, and is sized and calendared at the same time as the rest of the sheet. The paper is admirably adapted for this work. Strength is assured by the high-grade linen stock, which is sized by a special process to withstand severe tests as to erasure and rewriting. It has a fine, clear, easy writing surface.

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Friend Woodworth: Just received the current issue of the National Printer-J and note with pleasure that you are again connected with the Journalist as department editor.

I noticed your comment on the work I sent you in June, 1910, and your invitation to send some more, so here "comes."

I am now located in the best city in North Carolina, and hope to remain here permanently, as I am at last satisfied with my position and surroundings, like it much better than up in the frozen North (with due respect to my old home).

I had to cut down the margin on the enclosed blotter about one-eighth of an inch all around in order to get it in this envelope.

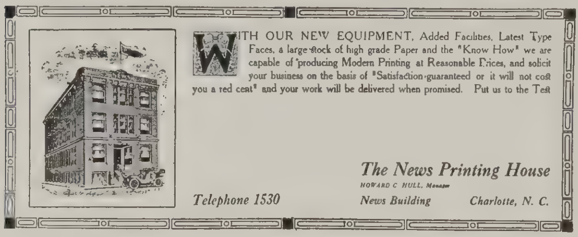
I do not do any mechanical work, only for myself; if I want a letterhead, envelope, card or blotter, I take off my coat and go back in the workroom and go at it.

With best wishes, I remain, Fraternally yours,
HOWARD C. HULL,
The News Printing House, Charlotte, N. C.

The phrases "An Introduction," "Glad to Meet You," and a cut of the motto, "Watch Charlotte Grow"— these are the principal features of the envelope that contains a handsome booklet with the title "Announcement — Introducing Our New Manager." The cover has a portrait of Mr. Hull, with whose features N. P.-J. readers are already familiar, as he has been a winner in this magazine's prize contests. Here is the allusion the firm makes to Mr. Hull:

> The manager of our job department, Howard C. Hull, is a practical printer of wide experience, whose work has received more comments and awarded more prizes by the trade journals than any other printer in North Carolina. Mr. Hull has been engaged in the printing business in Charlotte for the past year, and has made many friends since locating here.
>
> Before moving to Charlotte he was connected with the Hackney & Moale Co., of Asheville, N. C., a firm well known over the South.
>
> Having devoted fifteen years to the study of producing Correct Printing at the Correct Price," it is with the feeling of confidence in his ability to deliver the goods that he offers you his services.

"Correct Printing at the Correct Price" is a good phrase to use in these days of cost systems. "It will be our ambition," says the booklet, "to have our plant known as 'The Model Print Shop' of Charlotte" — another good term. "Thanking you for past favors and asking a continuance of same" is, however, bromidic. Even in a letter, "of same" should be avoided. It is not only commonplace — it has a curt, harsh sound that is out of keeping with modern business "literature."



WITH OUR NEW EQUIPMENT, Added Facilities, Latest Type Faces, a large stock of high grade Paper and the "Know How" we are capable of producing Modern Printing at Reasonable Prices, and solicit your business on the basis of "Satisfaction guaranteed or it will not cost you a red cent" and your work will be delivered when promised. Put us to the Test

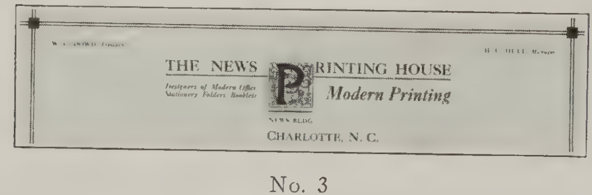
Telephone 1530

The News Printing House
HOWARD C. HULL, Manager
News Building *Charlotte, N. C.*

No. 2

The "Thank You" circular is sulphitic, both as to wording and printing. It is beautifully composed, and would be reproduced if the engravers could handle its colors.

The blotter (2) is on white stock. The picture is printed over a buff tint. "The "W" of the initial and the border with the exception of the black squares, is orange. The remainder is black. The composition is striking.



THE NEWS PRINTING HOUSE
Designers of Modern Office Stationery Folders Booklets
Modern Printing
NEWS BLDG.
CHARLOTTE, N. C.

No. 3

No. 3 shows the top of the letterhead. The border goes all around the sheet. The rules and the "P" of the initial are orange, the remainder black. The composition displays the name of the paper as well as bringing its printing department prominently to the attention.

Success to the Model Print Shop and Manager Hull, and may he get the Correct Prices!

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The associate editor of the National Printer-Journalist writes from New York:

> Dear Mr. Woodworth: I am sending you a small bundle of specimens of printing-advertising. The work of designing or planning, and writing, was by A. Hoyt Levy & Co., of Broadway and Park Place. Mr. Levy is an original, resourceful individual, and has done some mighty good work—a judgment with which you will probably concur after an examination of the samples, for they may be used as a criterion.
>
> If you happen to be in this part of the U. S. A. within the next three weeks, please establish connections.
>
> Sincerely, B. S. HERBERT.

I am glad to know that Mr. Herbert has so good an opinion of Mr. Levy and his work, for Mr. Levy was once a valued assistant of mine, and I wrote an article for an art journal on what he had accomplished through ability combined with resourcefulness, and that necessary accompaniment of worth while resourcefulness, pluck.

Here is the inside of a mailing folder. By the place for the address appears in reproduced handwriting: "This is a crackerjack ad. We're advertising men and we know. A Hoyt Levy & Co." And this despite that a front leaf of a booklet issued by the same firm quotes from Proverbs: "Let another man praise thee and not thine own mouth; a stranger, and not thine own lips." But Solomon did not live in an age of advertising, and a modern proverbial philosopher says that "consistency is the last resort of the commonplace." The ad (4) is undoubtedly a good one, though the stock is the brittle sort, with a thin coating, that is so commonly used for folders that it is desired to print exceedingly well — and the result is after that, as in this case, the ad is not only creased but cracked in various places by the time it gets to the one it is its aim to impress. There are a number of specimens of paper-makers' advertising sent for review in this issue; — would it not be a good plan for the advertisers of paper to advertise stock especially adapted to mailing folders?

The advertisement is in red and black. Perhaps the red of the high light of the coat detracts more from the businesslike expression of the eyes and the revolver than if all the coat were black, as in the reproduction. However that may be, the red is distinctly appealing. There is always a charm about pictures whose points pursue; and some of the greatest painters have made a hit by the trick of drawing girls who just can't let their eyes behave.

The strongest part of the ad is the wording: Is not this good?: "The men who work for us, work with us. Every order that comes into this office is tackled with as much enthusiasm as though it were our own proposition. We put our hearts in our work." I believe you — and so, I have no doubt, will the other recipients of the folder. That part is worth a stronger display — the wording is simply strong.

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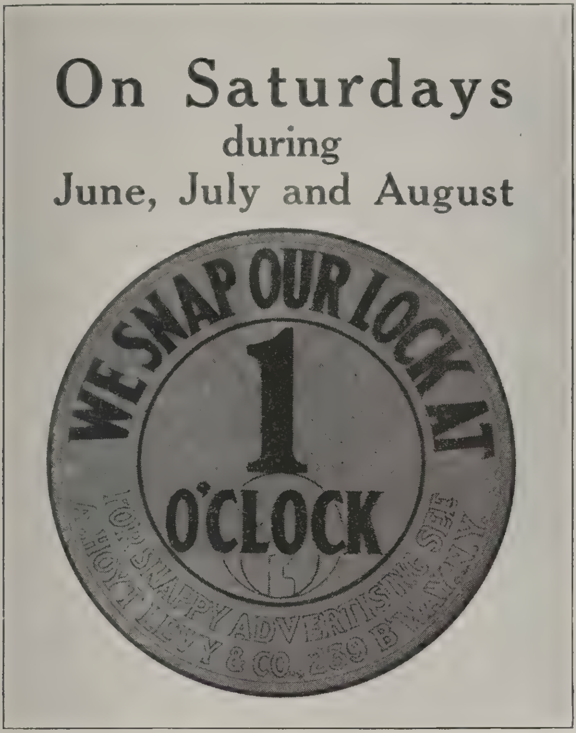
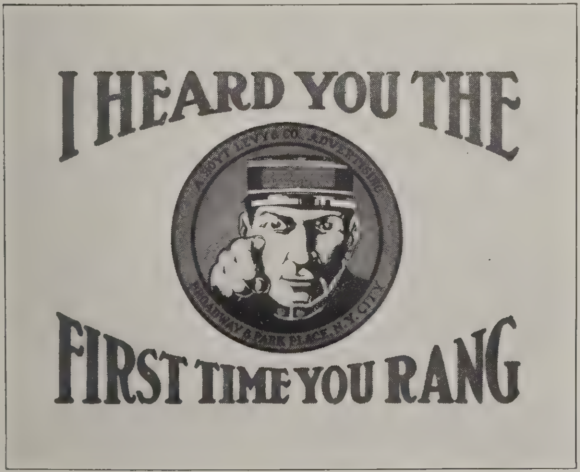
There have been a good many different kinds of announcements of early Saturday closing, and here (5) is one that is poetical, whether intentionally so or otherwise, and it is not mere punning to apply the term "snappy" to it. Such ads attract the attention of the firm to which they are sent — certainly the favorable attention if they are used, and quite possibly if not used — besides that of visitors and passers-by.

The value of the elevator card as an advertisement is more subtle, but if it is in the elevator in the same building as the advertiser's place, it is often quickly suggestive — particularly to some one who already knows of the advertiser: "So Levy's in this building. Guess I'll see him, too," or it might induce a call even if the visitor knew that Levy's office was in the building. Such a card as this (6) is out of the ordinary, but is not the advertiser lending his name to something that would not put him especially en rapport as regards the man who has rung, and rung, and rung? But the pleasant elevator boy makes us all feel good; he can give a rebuke in a way that makes you respect and like him, and he is a good advertiser for the tenant or owner who uses him right.



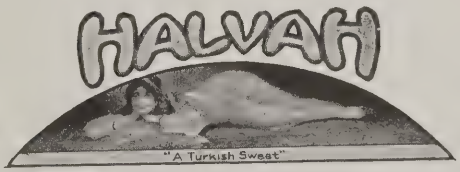
No. 5


I HEARD YOU THE
A. HOYT LEVY & CO. ADVERTISING
BROADWAY & PARK PLACE, N.Y. CITY
FIRST TIME YOU RANG

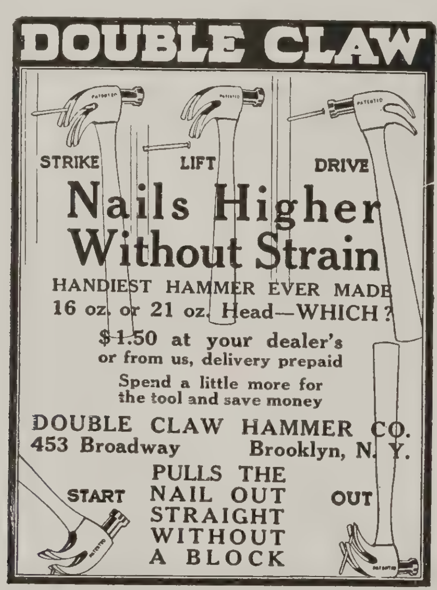
No. 6

The most elaborate of the Levy productions sent me by Mr. Herbert is a remarkably well designed booklet with a heavy light brown embossed cover, with cover stock of the same shade, but lighter weight, bound next the cover. The booklet is 9¼ by 4 inches, without taking account of the deckle-edge flap on the last two leaves of cover stock.

The booklet's title is "a few letters of commendation and examples of our skill"—it being stylish after the style of Mandel Brothers, Chicago, to have titles and headings in lower-case. The commendatory letters are reduced from letterheads, and the examples of artistic skill are reproductions from street-car placards, magazine and newspaper advertisements, illustrations and mailing photo folders. Two pages of the booklet are shown as 7a and b. The headings are, of course, in a different color than those of the body of the pages. These two pages have human interest, for in them there is a suggestion as to the interest already alluded to that the artists take in their work.



No wonder the letter from the Double Claw Hammer Company said (look at reproduction 8): "In the work you have done for us, you have certainly outclassed everything we have had in this line in thirty years. We have changed from one house to another in the hope of getting the kind of work that stands out; until we were fortunate enough to secure the results of your striking genius, which is not only satisfactory—it is **great**." An advertiser is almost criminally modest if he does not use such as this, which has the ring of genuine fervor. And when so good an ad as the one that is shown as 8 is reproduced, it is easy to see that the hammer people were justified in their praise. A combination of such a letter with such a specimen of work is therefore advertising that is of the very highest order. The ad reminds one pleasantly of the moving pictures which show tools at work without the hands that moved them being visible. This is bringing a taste of the fairyland of the wonder-tales of childhood into the even more marvelous story of modern mechanical progress. Even in the days when Edgar Allen Poe wrote his stories he showed that the tales of the Thousand and One Nights were outclassed by the truth. The poetry business is not so good as it was, but there is plenty of practical, well-paid work today for the poetic mind. Mr. Levy started life as a poet and illustrator of poetry; and it would take a mighty good poet to say as much in so little compass as he does in five words with aid of five pictures. But even the words are not absolutely necessary.


STRIKE
LIFT
DRIVE
START
OUT

DOUBLE CLAW

Nails Higher Without Strain

HANDIEST HAMMER EVER MADE
16 oz. or 21 oz. Head—WHICH?
$1.50 at your dealer's
or from us, delivery prepaid
Spend a little more for the tool and save money
DOUBLE CLAW HAMMER CO.
453 Broadway Brooklyn, N. Y.
PULLS THE NAIL OUT STRAIGHT WITHOUT A BLOCK

No. 8

In work like this, the drawing, such as the lettering at the top, the border, the pictures, and the words "Strike," "Lift," etc., is done on a sheet whereon the rest of the wording has been printed, or else the printing is done over the drawing. The latter is generally the better way, care being taken with the register and ink, of course, so as not to spoil the drawing. Then a cut is made from the artist's and printer's work, when the reproduction is done in one color. The usual way is to make the drawing larger than in the reproduction, so of course in this case the type has to be set in larger faces than the letters appear to be composed in when reproduced. Such old-style faces as the foster, in which the type of this ad was originally composed, are the best to use for such work, as the reproduction has the same effect as if it were printed directly from type. Of course the words "Strike," "Lift," etc., could be set in type instead of lettered as they are in this case, care being taken with the alignment, but they are really part of the drawing, and their slight irregularity distinguishes the lettering from the letters made by type composition, which is a good feature, and the classes of letters harmonize one with another.

* * *

A Paper's Classic Home

"Every Year a Better Year in Davenport" is the very prominent phrase on the envelope of The Daily Times of Davenport, Ia. This live member of the Lee Syndicate of Newspapers sends an account of its new fireproof home. Judging from the description, it is as modern an office as can be found anywhere; and the picture shows it to be classically beautiful.

* * *

Emphasized by Excerpts

A handsome booklet with a fine embossed cover is entitled "Some Local Opinions of The Sun, Vancouver, British Columbia." Nearly every leaf gives, in the original size, facsimiles of letters sent to the Sun by Vancouver firms. At the top of each letter is a short extract from it, set in the following manner:

"we are sure it brings results"

There is a page of "interesting facts" about the wonderful city of Vancouver, and they are indeed interesting. Then there is a page of facts about The Sun, which seems to be keeping up with the Vancouver pace.

* * *

An Offer That Evinces Faith

A handsome mailing card from the Steel Electrotype Company, 304 E 23rd St., New York, makes some extraordinary claims for their electros of steel deposited directly on the mold. However, this offer is likewise extraordinary: "We will make free of charge for any reliable printer in the United States a half-tone 'steel' electro from any original, be the screen ever so fine, to prove that we can make good all our claims."

* * *

Samples, With Prices

Frank Roemmelt, of Elmira, N. Y., sends in one envelope a ruled notebook, a ruled and an unruled letterhead, a billhead, a statement, and an envelope, with prices for one, three and five thousand. On the envelope, in large letters, is "This Eevelope [sic] Contains Proofs." Sometimes it is easy to overlook an error like this in 36-point whereas in a smaller size it would likely be seen. There are laws in the text book or offices about such curiosities of vision, I believe; if not there should be.

An Australian Letterhead

But First of All, Good Printing. John Mills and His Able Aids; Something More than a High-Class Printing Office, 23-24 Imperial Chambers, Adelaide Street, Brisbane, Queensland.

A Book of Night Scenes

"Night in Little Rock" is a booklet sent with the compliment of the Arkansas Gazette. It shows that all the great white ways are not in little old New York. There are many in Little Rock.

Impressions By "A Cliver Deil."

Impressions BY APOLLOCRATRES, THE DEVIL, Editor & Hellbox Custodian, is the full title of the monthly house organ issued by The McCormick-Armstrong Press Co., Wichita, U. S. A. It has twenty-four 4 x 9 pages, and is a house organ that will be preserved for its beauty, its brightness, and its information—which is of the kind the modern buyer of printing wants. It has a large number of paragraphs and headed articles, and instead of dashes uses a Gothic slug, reading "M'Cormick-Armstrong Press, Wichita." It has none of the regular kind of folio numbers, but at the top of the pages, alongside the name of the paper, are such phrases as "Twenty pages yet to come," "Nineteen pages of good dope left," etc., "Eighteen pages yet —hot doin's," etc.

The company is a great booster of the monotype for job work, several paragraphs being devoted to its praise. Then it talks paper and ink in a way to interest a prospective customer. This month I am writing considerably about the advertising of paper. That this is something that can be done to the buyer of printing by the printer in such a way as to benefit himself directly is evident from this extract from the article "A Change in Stock":

> Paper makers are keeping pace with the progress of the printer and the engraver, and are now producing a large variety of stock for half-tone printing in which many of the disagreeable features of the coated or enameled paper are eliminated. This issue of Impressions is printed upon such stock. It is called "Mellocoated Book." Note the dull, smooth surface and the delicate tint of the stock. Similar papers are available in different grades and many colors, and are no more expensive than good coated papers.
>
> We have obtained some excellent effects by printing half-tone plates on these papers with "double-tone" or developing inks. When the sheets come from the press the impression made with one of these inks appears black, but in eighteen to twenty-four hours a rich secondary color develops in the middle-tones, giving a photographic effect. Such combinations of ink and paper require more expert knowledge of their use, and it is easy for an inexperienced pressman to spoil the job without knowing until too late that something didn't go right.

"It is fine," says Impressions, that this print factory pays its men more than do other shops. Yet each man knows he must earn his money, or he doesn't stay. That's why we can do eloquent printing at the price of the other kind." And here is an up-to-the-times allusion:

> If you'll take note (or if you'll not — what difference does it make?) every print shop in the country — not excepting those with more than a local reputation for doing sloppy printing — talk quality as an inducement for patronage. It used to be "price," but the average customer wants quality now. And he soon learns to discriminate between the shop that delivers the goods and the one that merely makes a loud noise.

There's a good deal in that word "merely." The McCormick Armstrong Press makes a loud enough noise, but it is there with the goods.

Service, Service!

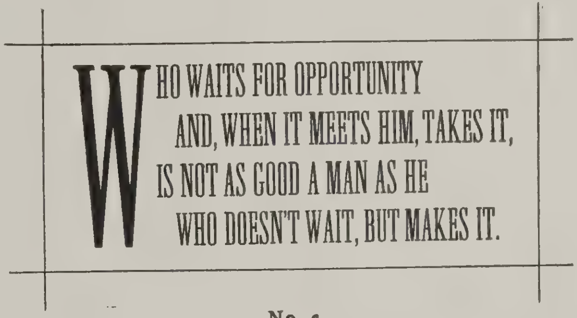
A booklet issued by the Renaissance, a firm of advertising makers at Three-Ten Monadnock, Chicago, Ill., is attractive typographically, because of its bright blue ink on oblong pages of light buff stock. It is likewise attractive because of its bright paragraphs. Here are a few that treat on that idea of Service, which is now recognized to be such an essential accompaniment of Advertising, and to be such a powerful force in Publicity:

> In the kaleidoscopic changes which advertising has undergone in the past score of years, none has been so marked as the attitude of the publisher to the advertiser.
>
> Then, all the publisher wanted was to get the advertiser into his publication and keep him there as long as possible.
>
> He didn't care whether the advertiser ran a battered wood cut week after week or month after month saying nothing worth saying.
>
> Today, the publisher's work has only begun when the solicitor sends in the contract.
>
> It is then up to him to see that the advertiser applies the force of advertising in such a way as to make the medium a paying one for him.
>
> This is the Service Idea, and Service is the order of the day.

I have waited over a month for the samples from the Cook Printing Company, and have been unable to trace them. Please send duplicates, for I remember the pleasure I took many years ago in a distinctly "different" package of printing I received from the Cook Printing Company.

A Motto And A Souvenir

Very few printers would take such type as that with which 9 is printed for a motto, but the Stuff Printing Concern, of Seattle, Wash., has a way of doing just such out-of-the-ordinary printing, and getting away with it. It makes a difference when, for instance, such a job is printed in antique red and a harmonious color on tinted linen-finish stock.

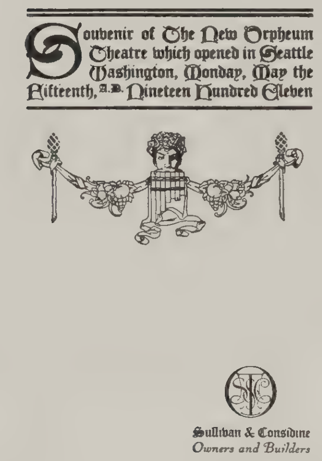


WHO WAITS FOR OPPORTUNITY
AND, WHEN IT MEETS HIM, TAKES IT,
IS NOT AS GOOD A MAN AS HE
WHO DOESN'T WAIT, BUT MAKES IT.

No. 9

✢ ✢ ✢

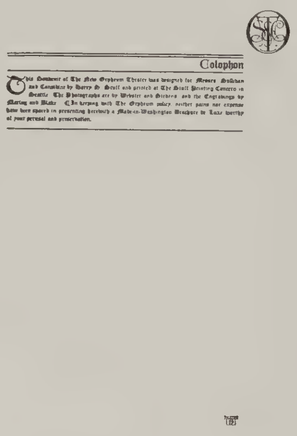
The title and colophon pages for the New Orpheum souvenir (10 a and b) are of such composition as is worthy of being kept. The initial, ornament and monogram on the title page is olive green, the remainder a rich dark brown. On the other page only the monogram is brown. The "A. D." is worthy of note by those who try tricks with these letters; there is no freakishness or wrong-font appearance about it, and it gives a break in the composition at a place where it is artistic and appropriate. An imprint is not always a thing of beauty, and is often unpleasantly obstructive, but that little



Souvenir of The New Orpheum Theatre which opened in Seattle Washington, Monday, May the Fifteenth, A.D. Nineteen Hundred Eleven

Sullivan & Considine
Owners and Builders

No. 10a



Colophon

This Souvenir of The New Orpheum Theatre was designed for Messrs. Sullivan and Considine by Harry G. Stuff and printed at The Stuff Printing Concern in Seattle. The Photographs are by Webster and Stevens, and the Engravings by Mering and Blake. In keeping with The Orpheum policy, neither pains nor expense have been spared in presenting herewith a Made-in-Washington Brochure de Luxe worthy of your perusal and preservation.

No. 10b

workmark of The Stuff gives a pleasing finish to the colophon page. Mr. Stuff certainly gets considerable advertising on this page, but he deserves it; and this very credit and gives an added interest to the souvenir. The embossed cover is a triumph in the harmony of stock and ink.

✣ ✣ ✣

A Matter of Truth

"This," begins a very striking folder of the Youngstown (O.) Vindicator, "is an advertisement, but it tells the truth." And why shouldn't it? Does the Vindicator wish to give the impression that advertisements, of which it is evidently proud of printing so many, generally do not tell the truth? If not, why convey this impression?

✣ ✣ ✣

Convincing Affidavits

The Iowa Daily Republican issues printed circulation sheets, each of which is signed personally by the manager and by the notary public before whom affidavit was made as to its truth. It also bears the official seal, and not merely a facsimile of it.

✣ ✣ ✣

The Day of the Farmer

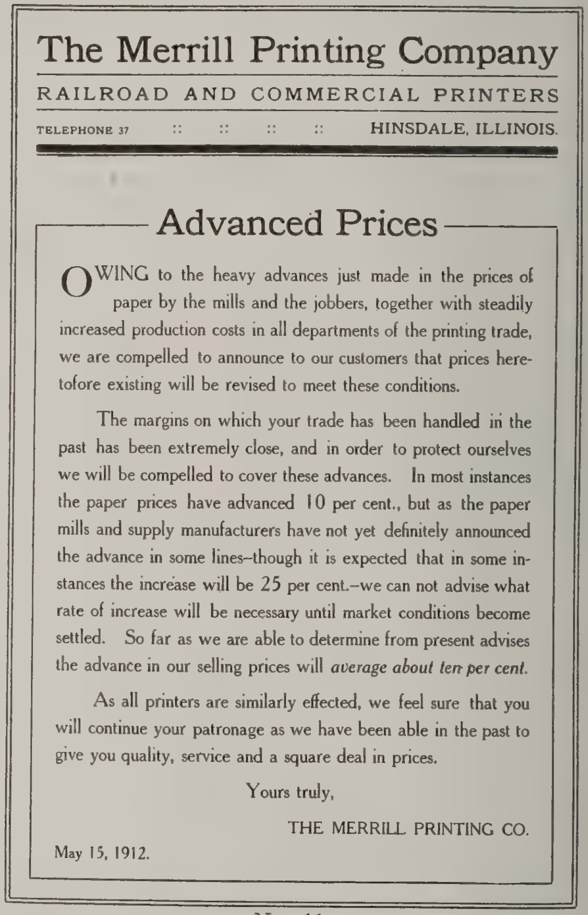
Farm and Fireside issues a large illustrated booklet on plate stock showing some of the things farmers buy in different states. "Volume 1 — Texas" is before me. It contains such illustrations as that of "Court Day in Sherman, showing farmers coming in by trolley." One article is "Advertised Goods in the Stocks of Merchants of Sherman." It is illustrated by pictures of the stores and their interiors, and a list of the advertised products that are carried by the stores is given. The Hall Furniture Company's proprietor says he recently sold a $500 bedroom suite to a farmer. Many of the splendid homes of Texas farmers are shown, and an account of several farms is given, together with the advertised articles different farmers buy. There is also a map of the district covered in the booklet. The summing up of the article is as follows:

"The above truths show the reality of the farmer as a consumer of everything from a piano-player to breakfast food — everything which is covered by the broad term 'general merchandise'; and it shows this reality in strong contrast with the popular mental picture of the farmer as a specialized consumer of farm implements, stock foods, plug tobacco, etc., only."

✣ ✣ ✣

Advertising an Advance

The advancing of prices is a necessary procedure on the part of many printers both because of the high cost of everything and because cost congresses are raising the slogan, "Charge, charge, charge!" It takes good advertising to advance prices pleasantly as well as gracefully — and this is the kind that the Merrill Printing Company, Hinsdale, Ill., has been doing.



The Merrill Printing Company
RAILROAD AND COMMERCIAL PRINTERS
TELEPHONE 37 :: :: :: :: HINSDALE, ILLINOIS.

Advanced Prices

OWING to the heavy advances just made in the prices of paper by the mills and the jobbers, together with steadily increased production costs in all departments of the printing trade, we are compelled to announce to our customers that prices heretofore existing will be revised to meet these conditions.

The margins on which your trade has been handled in the past has been extremely close, and in order to protect ourselves we will be compelled to cover these advances. In most instances the paper prices have advanced 10 per cent., but as the paper mills and supply manufacturers have not yet definitely announced the advance in some lines—though it is expected that in some instances the increase will be 25 per cent.—we can not advise what rate of increase will be necessary until market conditions become settled. So far as we are able to determine from present advises the advance in our selling prices will *average about ten per cent.*

As all printers are similarly effected, we feel sure that you will continue your patronage as we have been able in the past to give you quality, service and a square deal in prices.

Yours truly,
THE MERRILL PRINTING CO.

May 15, 1912.

No. 11

Some printers do not seem to realize that such advertising should be typographically superior, as, in fact, all the advertising of printing should be. The circular of this concern seems to be such as to inspire the thought, "Well, we'll have to pay them the difference, for they certainly do good work." The composition of this circular (11) should prove suggestive to those wishing to make a circular of any kind where they want the aid of the letter-head effect that will still seem incorporated with the circular. There is a clean cut look about this circular.

* * *

Tricks With The Types

Atwell Printing & Binding Company of Chicago use one of the modern antique faces which has a cap A with a curl, and there is a cut of a telephone, next to which is a curve with an arrow point made so flush with the side of the A that it appears to be a part of the letter. The arrow point is above the telephone pad on which the phone number is given in red letters. Little catchy stunts in typography such as this, when so well done as this, are apt to catch the eye and hold the attention.

* * *

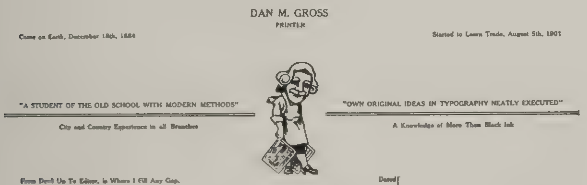
We'll Hear More of Dan Gross

Dear Sir: Am taking the liberty of sending you a few samples of "printin'" in a shop where I am foreman. These are not "a few of the best" but taken from the every-day run of work, although they are all advertisements for the office.

Thanking you for the favor and hoping to see the comment in a near issue of the Journalist, I remain

Very sincerely yours,
DAN M. GROSS,

In extending a welcome to this new contributor I may say that this letter-head (12a) on salmon stock, shows considerable of the originality that made Most Easy Budd most eternally famous. The job is in dark brown on salmon stock, with the rules and the cut in a light brown tint. I would not suggest anything as to a change of the size of type in some of the series used in this job, for evidently Mr. Gross, who is undoubtedly an artist, was striving for oddity rather than art after any recognized standard, and the letter-head is odd, and originally so. I'd like, however, to see the job done by Mr. Gross some day he has plenty of time, with the same excellent wording, and the same general idea of plan. Half the back of the letter-head is taken with "A Few Color Schemes and Combinations that are Simple, Effective and Easily Learned." These would certainly appeal to prospective customers, and there are some fine suggestions. It is not quite clear to me, though, why "A Few Mixtures of Ink for Tint Work" should also be given, unless it is simply to show that the printer knows them.



DAN M. GROSS
PRINTER

Came on Earth, December 18th, 1884

Started to Learn Trade, August 5th, 1901

"A STUDENT OF THE OLD SCHOOL WITH MODERN METHODS"

City and Country Experience in all Branches

"OWN ORIGINAL IDEAS IN TYPOGRAPHY NEATLY EXECUTED"

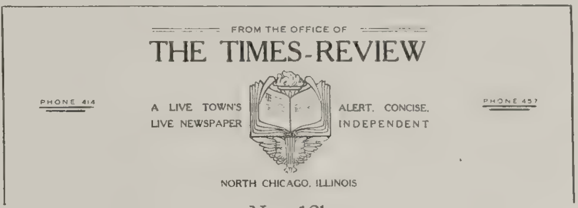
A Knowledge of More Than Black Ink

From Devil Up To Editor, is Where I Fill Any Gap.

Dated[

No. 12a

This letter-head (12b) is in two colors, whose relation to each other and the tinted stock shows that Mr. Gross not only knows a good deal about colors, but also applies it. The outer rule border extends around the sheet. There should be a little more space between the ornament and the wording on either side, as so many are used to reading across where type is arranged in this manner. The way many would read the line is "A Live Town's Alert, Concise, Live Newspaper. Independent." It makes sense if we provide the stop, but was probably, however, meant to read the lines thus: "A Live Town's Live Newspaper" as one idea; "Alert, Concise, Independent" as another phrase. Here there is a good distinction between these phrases and the line, "North Chicago, Illinois," as the latter is in another color. This will not, however, show in the reproduction.



FROM THE OFFICE OF
THE TIMES-REVIEW

PHONE 414

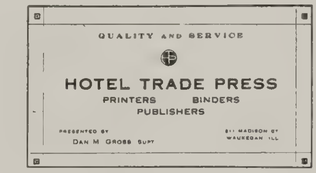
A LIVE TOWN'S
LIVE NEWSPAPER

ALERT, CONCISE,
INDEPENDENT

PHONE 457

NORTH CHICAGO, ILLINOIS

No. 12b



QUALITY AND SERVICE

HOTEL TRADE PRESS
PRINTERS BINDERS
PUBLISHERS

PRESENTED BY
DAN M GROSS SUPT

511 MADISON ST
WAUKEGAN ILL

No. 12c

This card (12c) is neat; the squares are red, the remainder black. Some of Mr. Gross's other work is especially good, but is unreproducible, I regret to say.

* * *

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.,

of NATIONAL PRINTER-JOURNALIST, published once a month at Chicago, Illinois, required by the Act of August 24, 1912.

Editor, Benjamin B. Herbert, 4618 W. Ravenswood Park, Chicago, Illinois.

Managing Editor, Benjamin B. Herbert, 4618 W. Ravenswood Park, Chicago, Illinois.

Business Manager, Benjamin B. Herbert, 4618 W. Ravenswood Park, Chicago, Illinois.

Publisher, Benjamin B. Herbert, 4618 W. Ravenswood Park, Chicago, Illinois.

Owners: Benjamin B. Herbert, sole owner, 4618 W. Ravenswood Park, Chicago, Illinois.

Known bondholders, mortgagees, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities: None.

BENJAMIN B. HERBERT.

Sworn to and subscribed before me this 1st day of April, 1913.

E. B. BARNARD, Notary Public.
(My commission expires November 10, 1914.)

Immense Throngs Attend First Printing, Publishing and Advertising Exposition

Incidents and Impressions of the Opening Day

Reported by Benjamin Sweeney Herbert

THE first Printing, Publishing and Advertising Exposition, held in Grand Central Palace, New York, April 19 to 26, was notable for the immense throngs of people who attended, especially on the opening night. Veterans in the industrial show business declared that the first evening of the exposition was "the biggest ever."

Most of the exhibits were in place when the doors of the beautiful marble palace were opened at 7 o'clock, and from that hour until after 10 o'clock the crowds poured in. The followers of Franklin, old and young, with their wives and sweethearts, streamed up and down the aisles, moving from place to place, and, where an exhibit was of unusual attraction, gathering in such numbers as to almost blockade the passageways. Wherever handsome colored pictures were given away, there was a crush for the artistic souvenirs, which quickly exhausted the supply in several instances.

Great expositions are said to be "the time-markers of progress." The first Printing, Publishing and Advertising Exposition was indisputably a great score-maker for the sixth industry and offered quickly appreciable evidence that the end is not yet.

The automatic printing presses, for example — and there were a number of them on exhibition, turning out printed sheets at greater than human-fed speed — indicated to the old codgers in the business that the signs "Feeder Wanted" would soon be hung up no more forever.

The progress represented in the automatic press field was duplicated in other directions. The big Miehle press in the Zeese-Wilkinson Company exhibit, where reproductions of the great masters in art were delivered with marvelous speed from the steel cylinders, in perfect register and wonderfully true to the original paintings, was particularly well attended. The mechanical reproduction of the great works of art excited admiration among the printing tradesmen and awed the laymen.

The eager apprentices were legion in number, who made their exits with tired arms laden with souvenirs gathered from their visits to the scores of booths, were eloquent of either a thirst for knowledge or greed for gain. All the members of the large "Grabinski" family were present, and the depleted piles of literature evidenced their raids. The sane, intelligent, inquiring printers, publishers and advertising men evidencing their interest in the printing trade magazines, and their quick, incisive questionings, where machinery was on display, made up, in heaping measure, for the disgusting manners of the hopeless hordes of purposeless degenerates.

It was not so much amusing as it was encouraging and inspiring to exhibitors to see practical printers watching new inventions and improvements with keen zest. They were there to learn, and the earnest inquirer is always welcome, whether he attends upon the deft movements of the maker of a wooden whistle or upon the confident, intelligent direction and control of the genius who superintends the movements of a web-perfecting press.

Paper houses, with their attractive displays of stock, secured new customers, and the makers of tools and mechanisms of whatever sort made sales or secured promises, but many more, doubtless, will result, and will continue on the increase, as the visitors return to their printing plants and have opportunity to deliberate over what their eyes have seen and their ears have heard.

The work of placing the exhibits and of decorating the booths was nearly done in three days, and under repeated threats of strikes and walkouts by union men conscious of their strength and in full appreciation of the absolute dependence of the official decorator upon their co-operation. They compelled his acquiescence in all their demands.

GENERAL NOTES — SOME OF THE EXHIBITORS

The 200 exhibits were estimated to represent a total aggregate valuation of $2,500,000. Nearly everything in the printing, machinery and appliance line had a place in the show.

To describe the individual exhibits would more than exhaust all space in a single number of any printing trade journal. It is only possible, at this time, to enumerate the exhibits of those firms which have shown tangible evidence of desiring to secure the patronage of the National Printer-Journalist readers.

In the most prominent and especially desirable location, fronting the main entrance to the hall, the Mergan-thaler Linotype Company and the F. Wesel Manufacturing Company were found. The Linotype Company showed their quick-change models, numbers 8 and 9. The booth was a center of interest throughout the show.

No more artistic booth, among the scores of neatly arranged display spaces, could be found than the one occupied by the F. Wesel Manufacturing Company. The same scrupulous care evidenced in all their manufactures was displayed in the arrangement of the booth and even in the lettering of the gold-and-white sign.

The H. Hinze Machinery Company early in the week found that its space was entirely too contracted and arranged with the management for additional space. They exhibited two full size Caxtons and one one-quarter Caxton. Five of the presses were sold before the second day of the show closed.

Printed color sheets, beautiful reproductions of art, were taken up by the crowd as fast as the feeders in the John Thomson Press booth picked them out of smoothly running machines. "The Laureate" and "Model C" were shown and, evidently, to great advantage.

The Oswego Machine Works exhibited a 44-inch Auto Cutter which was soon sold after the onlookers had had a chance to see what the big handsome machine was capable of doing.

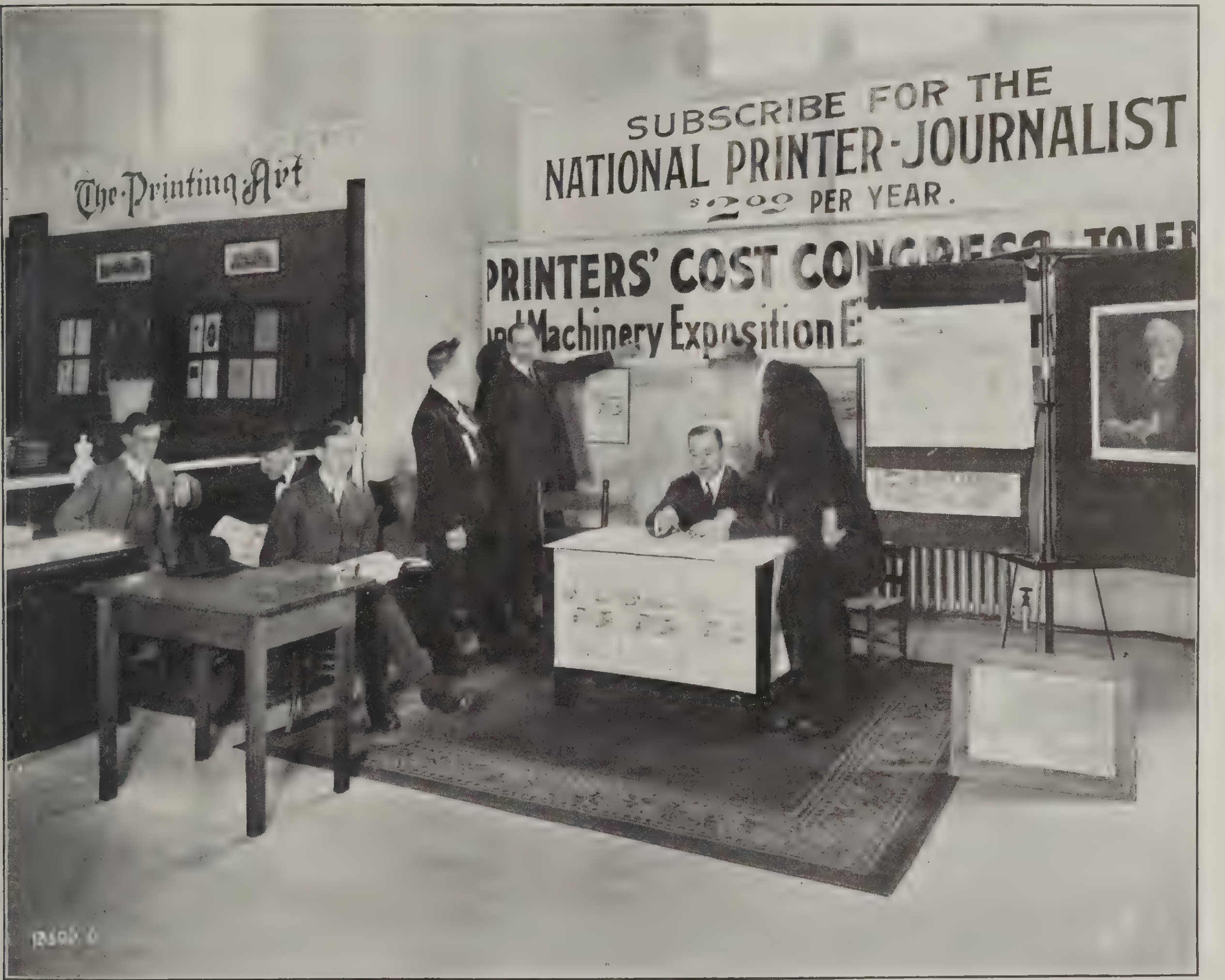
The Wetter Numbering Machine Company was visited by many of the sightseers. Numbering machines, from the tiniest to the largest, were shown in a large glass case. A special apparatus for use on the ordinary type-high platen press for numbering trading stamps, coupons, etc., seemed to be of particular interest; another exhibit of interest was that of special numbering heads for a flat-bed press.

The Miehle Printing Press Company had two of their machines, one in connection with the Zeese-Wilkinson Company exhibit and another with the Schilling Press. The former was the famous Five Naught (5-0) Two Color Miehle, and the big machine, turning out beautifully printed color work at good rate of speed, was watched by larger numbers than any other on the floor. This press was driven by a Diehl motor. Other attachments were a Cross Continuous Press Feeder, a Kohler Controller, and Wesel Registering Blocks.

The Lanston Monotype Machine Company showed the casters, units "A" and "B" and also the "B, C and D," as well as unit "F," the keyboard machine, and a Monotype storage cabinet.

The "Goss Comet" showed its wonderful abilities in grinding out newspapers at a high rate of speed from type forms. The printer-visitors, themselves, whose knowledge of newspaper printing machinery is often not found to be great, were decidedly interested in the mechanically perfect work done at surprising speed. The little press requires but six composition rollers, all of which are interchangeable. The inking fountains are of the thumb-screw pattern. The press is equipped with an automatic paper roll governor and web tensioning device, which eliminates the breaking of the web of paper while the press is running.

The Boston Wire Stitcher Company displayed five machines, the one getting greatest attention being the Multiple Head machine with capacity of carrying ten heads, or spools, at once.



Booth and Exhibit of National Printer-Journalist at Printers' and Advertisers' Exposition, New York City, April 19-26, 1913

The following machinery was shown by the Latham Machinery Company: Duplex Punch, No. 2 Box Stitcher, Corner Box Stitcher, No. 2½ Wire Stitcher, No. 1 Wire Stitcher, one Bench Embosser, one Extra Heavy Perforator, one Gauge Rear Delivery complete, one Multiple Punch and one Kramer Bundling Press.

The Swink Printing Press was shown in operation in George Damon & Son's booth.

The H. C. Hansen Type Foundry exhibit was a notable one for the amount of material represented in the display — type, brass rule, metal furniture and various utensils all of daily practical use to printers. The booth was neatly arranged and was the subject of favorable comment.

The Tucker Feeder Company was among the first to sell machines. The working of the feeder attachment pleased a good many and prospects of future sales are said to be promising.

The Standard High Speed Automatic Job Press, manufactured by Wood & Nathan Company, was a great attraction for a large number. Several presses were sold as a result of the very practical demonstration of the machine's capabilities.

The Duplex Printing Press Company exhibit, in charge of the genial B. E. Dowe, was of interest to the newspaper publishers. The following machines were shown: Duplex Double Mechanical Compression Mat Dryer, Duplex Improved Mat Drying Machine, the Tubular Plate Improved Casting Box and Tubular Plate Finishing Machine.

IMPORTANT NOTICE

Next year's show will be held in the Grand Central Palace the week of April 18th to 25th, 1914, inclusive.

We have just leased the three floors, and the main floor will be devoted to showing machinery and supplies; second floor to paper and allied trades exhibits, and the third to the showing of posters, lithographic work of all descriptions, business equipment, systems, etc.

In other words, it will really be an International Graphic Arts Exposition.

NATIONAL EXPOSITION CO.
By Harry Cochrane.

Conventions of Daily Newspaper Makers

FROM April 22 to 26 inclusive, was New York's week of conventions of newspaper makers and printing trade publishers. The Associated Press, a strictly business organization, for the gathering and the transmitting to its members the news of the world, met at the Astor Gallery of the Waldorf-Astoria, Tuesday morning, the 22d, in its fourteenth annual convention. President Frank B. Noyes of The Washington Star, was in the chair, flanked by General Manager Melville E. Stone. A report was made of new souces of news gathering, and the manner of handling recent big news stories, such as the Western floods, and the death of J. Pierpont Morgan, was shown.

At an afternoon session lasting less than half an hour the result of the balloting for five Directors for the full term and one Director for two years, to fill the vacancy caused by the retirement of Frederick Roy Martin on becoming Assistant General Manager of The Associated Press, was made known. The retiring Directors were Charles Hopkins Clark, Hartford Courant; Charles A. Rook, Pittsburgh Despatch; Clark Howell, Atlanta Constitution; Charles W. Knapp, St. Louis Republic; and V. S. McClatchy, Sacramento Bee.

The Nominating Committee, which met in Washington last January, had renominated all of the retiring Directors, together with these opposition candidates: Rosecrans Pillsbury, Manchestor (N. H.) Union; Bruce Haldeman, Louisville Courier-Journal; W. Y. Morgan. Hutchinson (Kan.) News; Josephus Daniels, Raleigh (N. C.) News and Observer, and Isaac N. Stevens, Pueblo (Col.) Chieftain. Mr. Daniels, however, was not a candidate, owing to his appointment as Secretary of the Navy since his nomination for Director.

The result of the vote for Directors was that all of the five retiring Directors who had been renominated were re-elected, while Samuel Bowles, Springfield (Mass.) Republican, was elected to fill Mr. Martin's unexpired term.

Daily Newspaper Association

The Daily Newspaper Association, and organization whose purpose is to educate the business world in the value of newspaper advertising, also opened its convention at the Waldorf at the same time. The topic of chief importance discussed was the proposed merger with the United Newspapers and the National Dailies, two organizations having a similar purpose. At the afternoon session a special committee of the Daily Newspaper Association was appointed to confer with similar committees of the other two organizations. The association elected these officers:

Officers—Louis Wiley, President. New York Times; Edward Flicker, Vice President, Cincinnati Enquirer; Leland M. Burr, Treasurer, New York Evening Post; J. W. Adams, Secretary.

Executive Committee—G. J. Auer, Albany Knickerbocker Press; H. F. Gunnison, Brooklyn Daily Eagle; W. P. Goodspeed, Buffalo Evening News; W. J. Pattison, New York World; D. B. Plum, Troy Record, and J. B. Woodward, special representative.

Board of Directors — Charles D. Atkinson, Atlanta Journal; Edward Flicker, Cincinnati Enquirer; A. G. Carter, Fort Worth Star-Telegram; F. P. Glass, Montgomery Advertiser; E. V. Alley, New Bedford Standard and Murcury; C. C. Rosewater, Omaha Bee; Milton B. Ochs, Philadelphia Public Ledger; W. H. Cowles, Spokane Spokesman-Review, and C. M. Palmer, St. Joseph News-Press.

The Twenty-seventh Annual Convention of the American Newspaper Publishers' Association was opened in the Waldorf-Astoria Wednesday, the 3d, and 181 members from all parts of the country had signed the register at 10 a. m., when Elbert H. Baker of the Cleveland Plain Dealer, President, Called the session to order. The first business was the address of the President, in which he said:

"The association has had a busy and worth-while year, closing this period with the largest membership in its history, and I am sure that our members may look forward confidently to a still broader activity and a larger usefulness in the coming year." Expressing appreciation of the work done in the New York office under L. B. Palmer, General Manager, Mr. Baker continued:

"Members often might save themselves annoyance and money if they would avail themselves more extensively of the credit ratings, the collection department, and the general information at command of the New York office. I cannot too strongly urge our members to treat all information coming from the central office as strictly confidential, and especially to see that code books are not permitted to fall into hands other than those for whom they are intended."

President Baker outlined the chief events of the year with the work of the Special Standing Committee, the Paper Committee, the Press Agent's Committee, and the Advertising Agents' Committee, after which the session was ended with reports of the Treasurer, the General Manager, and the Advertising Agents' Committee. There was much discussion of the topic, "Is the question of uniform rate cards and uniform discount date submitted by the Advertising Agents' Committee for discussion of interest to members"?

Another topic discussed without action was "What has been done by members in the line of editing, restricting, or eliminating the advertising of medicines and remedies"? The discussion showed there was a strong and growing tendency to cleanse advertising columns. Many members said their papers were not printing advertisements of medicines known to be fraudulent.

The afternoon's session was devoted to reading and discussion of committee reports, all of which were accepted as read. H. L. Rogers of the Chicago News, Chairman of the Committee on Co-operative Fire Insurance, stated such a department had been established and was a success. He added the outlook for mutual insurance among publishers was hopeful.

Don C. Seitz of the New York World, Chairman of the Committee on Second-class Postage, appointed to safeguard the rider to the Postal Association Act, reported a test suit was pending. John Norris, chairman of the Committee on Paper, told of efforts to get cheaper paper, which seemed likely to be realized in the Underwood bill. It was decided the work of that committee should be continued until the Tariff bill had been passed.

Interesting discussion followed Mr. Seitz's report as chairman of the Committee on Press Agents, in which he showed free publicity had been reduced greatly in the year. The committee was appointed four years ago to expose the sources and objects of many uninvited contributions.

Another step in the amalgamation of the Daily Newspaper Association, The National Newspaper, and The United Newspapers, three organizations having the same object, to spread the gospel of newspaper advertising, was taken when a committee composed of Louis Wiley of The New York Times, President of the Daily Newspaper Association; Hopewell L. Rogers of the Chicago Daily News, President of the National Newspapers, and Jason Rogers of the New York Globe, President of the United Newspapers, waited on the Publishers' Association and requested that a special committee be appointed to confer with it, to see wether the work done by the first three organizations could be taken up by the Publishers' Association and performed by a special bureau.

A special committee was appointed by the publishers as follows: E. V. Alley. New Bedford, Mass., Standard and Mercury; H. C. Adler, Chattanooga Times; C. C. Marquis, Bloomington, Ill., Pantagraph, and J. F. McKay, Toronto Globe.

The programme for Thursday 24th consisted of the reports of the Special Standing Committee and the Committee on Educational funds, and the discussion of labor topics. Presidents of international unions addressed the convention.

A banquet was given at the Waldorf Wednesday night, the 23d, at which Mayor Gaynor was a guest of honor.

Other speakers and the subjects were Inez Milholland, "The Psychology of Advertising"; Prof. Paul T. Cherington, of the Graduate School of Business Administration of Harvard University, "National Advertising from the Consumer's Standpoint"; O. H. Blackman, President of the Blackman-Ross Company, "The Conservation of the National Advertiser"; James Schermerhorn, Publisher of the Detroit Times. "Testing the Beatitudes—A Twentieth Century Newspaper Experiment" and Charles W. Dietrich, Secretary of the Central Branch Y. M. C. A., of Brooklyn, "The Ethical side of Advertising."

Mayor Gaynor in his remarks paid some left handed compliments to certain New York Dailies but, on the whole, praised the press of the Nation, saying, as reported by the N. Y. Times:

"Now, you are from all over the United States, and you represent a press that I undertake to say is not surpassed in any nation in Europe. I have done some traveling in Europe for twenty years or more, and I have observed the English press, the German press, and the French press. But I undertake to say that, take the press of this country as a whole, there is not a cleaner or better press in the world, nor a more enlightened press.

"We have some splendid newspapers here too," observed Mayor Gaynor, "but they are all stricken more or less with the infirmity of imitating the other kind. They think their circulation will slip away from them if they do not have suitable headlines and suitable exaggerations and suitable falsehoods, and editorials that are more smart than truthful. But we have papers here that are of the first order.

"I have a small notion that I have added to the circulation of them somewhat. I think in some of the greatest affairs of this day, where I have deprecated the rag-bag and infamous methods of some of the papers here, that it has had some little effect, and the number that they have lost in readers must have gone to some other papers. Why, I think Wiley's paper has increased its circulation since I became Mayor by about 100,000 (laughter). Editorially, they don't give any credit to me for that, but I think it is about time they should do so." (Laughter).

Praises Outside Newspapers

The press of New York City was not to be immitated by the press of the country, was the advice of Mayor Gaynor. He told the men and women from the South that their press was excellent because controversies in that section easily could be settled on street corners. He believed it a good thing for the editor to have to be decent. Consequently, the Mayor said, as one proceeded to Albany, to Utica, and Syracuse, and so on through Buffalo to Chicago and Kansas City, he found an "excellent press." A trip across the continent five years ago convinced Mr. Gaynor that every city he visited, with the exception of "those cities which were infected by two newspaper prprietors, had absolutely correct and honorable newspapers."

"No man in public life, no writer of books, no artist, nobody who invites public attention deprecates that the newspapers should discuss what he says and does," the Mayor said. That is legitimate and leads to enlightenment. But when, instead of doing that, the newspapers simply denounce and abuse those who are obliged to come before the public, then they degrade themselves and the community.

"The newspaper proprietor is the root of all evil," asserted Mayor Gaynor, when he recalled that his toast was 'The Newspaper Proprietor.' If you leave the news reporter and the editor alone, they will do all right. They will do nobody an injustice.

"The press is the greatest force that we have in this country. It may be the force of good and it may be the force of evil. Those who try to make it a force of evil do not usually succeed. As a whole the press is a force for good.

"It is better to leave the press, with all its lowbred proprietorship, alone than to attempt to curb it. It is better to leave the press entirely free, with only the exception that the proprietors be held accountable for whatever they may say. But I reiterate that the condition of the press in this country is not grave. The journalists and the newspaper proprietors are on the eve of reclaiming themselves, and then journalism is to be brought back."

At the joint banquet of the Associated Press and the American Newspaper Publishers' Association the speakers were as follows:

Secretary of the Navy Josephus Daniels, Raleigh (N. C.) News and Observer; Norris C. Osborn, New Haven Journal-Courier; Charles H. Grasty, Baltimore Sun; Herman Ridder, New York Staats Zeitung and Congressman Frank L. Green, St. Albans (Vt.) Messenger.

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"NEWSPAPERS AS PEACE MAKERS"

President Charles A. Richmond of Union College, spoke at the great newspaper banquet in New York, April 24, of the opportunity of newspapers as peacemakers in the class struggles. "By their unique position of advantage they are able to do the work of uniting classes better than any other instrumentalities," said Dr. Richmond. "It is not merely a question of news, or of circulation. Large circulation does not necessarily mean large usefulness. Some newspapers are epidemics. Some are evangelists. The most potent instrumentalities for fomenting ill will are the newspapers; and the most potent instrumentalities for advancing good will are the newspapers. A commercialized newspaper is worse than a commercialized college or a commercialized church."

He said that if Benjamin Franklin had happened to walk into the Waldorf-Astoria and been taken from there to see one of the great newspaper plants in New York he would have been intrested but not surprised.

"If he read your papers," added Dr. Richmond, "Franklin would undoubtedly have marked: 'Well, here at least, you have nothing on me.' A newspaper was as much of an educator as a college or university. He was glad to admit, however that there were no greater forces for good in the world than the newspapers. He closed with a tribute to the great American editors of the Greeley period.

A Successful Banquet

The Seventh Annual of the Chicago Ben Franklin Club

Organizations among printers and publishers and members of allied trades have tended not only to improvement in all business methods, efficiency and good understanding, but to the increase of social occasions, acquaintance and friendships. This was evidenced at the banquet, the seventh annual, of the Ben Franklin Club of Chicago at Hotel Sherman, April 8.

It was the most successful in the history of the organization. There were five hundred and forty-seven in attendance. The decorations, menu and service were all that could be desired.

President W. J. Hartman presided. Rev. Fred V. Hawley invoked the Divine blessing on the feast and guests, and, after enjoyment of the excellent menu, before the opening of the speaking program, a humorous interlude was furnished by a supposedly ideal country publisher, "Si Perkins, publisher of the Clarion, Tioga, Hancock County, Ill.," who had all the characteristics of the olden-time printer, including tricks with playing cards.

President Hartman led off with a hearty welcome to guests and gave some interesting incidents in the history of the club. The first meetings were held in a hotel bedroom, and the contrast between the small beginning and the present was made evident by this assembly, occupying the magnificent Louis XVI. and two adjoining halls of the great modern Hotel Sherman, that so greatly surpassed its predecessor.

This evening, as he listened to the motor cars driving up to the palatial building and witnessed the filling of the halls with the well-groomed, prosperous appearing men and their handsome ladies, dressed in their rich, beautiful gowns, he could but contrast the older days with the present, and the first meetings of the club, with the present gathering that indicated so great prosperity.

Each year he had noticed a distinct improvement in conditions. The effort had been, from the first, to make the club of real financial value to each member. It was in evidence tonight that the greatest progress in the printing business ever before made had now been achieved. The spirit and practice of mutual confidence, helpfulness and co-operation that had been attained, had helped the members immensely.

He was glad to see the ladies present, and appealed to them to insist that their husbands regularly attend the meetings of the club and do their share in making the organization of some practical benefit and power. They were making rapid strides, and if they continued to make the same progress during the next six years they had in the past, they would stand at the head of the business world. (Loud applause.) They must do as was suggested in the poem:

Just Keep On Keepin' On

If the day looks kind of gloomy
  And your chances kinder slim,
If the situation's puzzlin'
  An' the prospects awful grim,
And the perplexities keep pressin'
  Till all hope is nearly gone,
Just bristle up and grit your teeth,
  And keep on keepin' on.

There ain't no use in growlin'
  And grumblin' all the time,
When music's ringing everywhere
  And everything's in rhyme;
Just keep on smiling cheerfully
  If hope is nearly gone,
Just bristle up and grit your teeth,
  And keep on keepin' on.

(Cheers.)

The Rev. Fred V. Hawley was down to speak to the toast of "Ben Franklin." He expressed the pleasure it gave to him be present and have the opportunity of speaking not only of Ben Franklin as a printer but as a man. To his (the speaker's) mind Franklin was one of the wonder-workers of the eighteenth century. He rose from humble surroundings and parentage to one of the highest positions in this country. Throughout his life he set an example to his fellow countrymen. The spirit which he at all times displayed was worthy of emulation by all. He excelled in everything from being a good printer to being a worthy citizen imbued with the desire of mutual helpfulness, which he was glad to hear was one of the fundamentals of their organization. This seemed to be an age of specialization, and to his mind there was too much of it, for many were getting into a rut and losing sight of the manly qualities which helped to make for a better industrial community.

Hon. Quin O'Brien was on the programme to talk upon "Am I My Brother's Keeper?" but was prevented from being present owing to being called out of town by the illness of his wife. His place, however, was taken by H. N. Tolles, of the Sheldon School of Salesmanship, who gave an address which was much appreciated. He spoke of the great good which was being accomplished throughout the country by the Ben Franklin clubs in fostering the spirit of co-operation which was so helpful in every line of business.

J. J. Miller voiced the sentiments of the guests in proposing a hearty vote of thanks to the entertainment committee, and particularly to the chairman, Harlo R. Grant, and Mrs. Grant, for the thoroughness of the arrangements made for the comfort of the guests. The proposition was seconded in several places and carried by a rising vote.

During the banquet several telegrams were received by President Hartman and read, wishing the company a pleasant and happy evening. They were from the Missouri Valley Cost Congress at Omaha, Secretary Sheasgreen of the Ben Franklin Club of America, Franklin W. Heath of Philadelphia Printers' Board of Trade, and Warren B. Hait of the Master Printer, Philadelphia.

At 10 o'clock an adjournment was taken for a few minutes in order to allow the room to be cleared for dancing. In the interval the hostesses took the opportunity of making a presentation of a handsome cut-glass compote to Mrs. Harlow Grant as a slight mark of their appreciation of what she had done in the matter of helping her husband and the committee in the planning and carrying out the musical and other arrangements, which could not have been surpassed.

Shortly before half past ten a grand march was started. Two pages attired in court costume of the eighteenth century led the way, immediately followed by Mrs. W. J. Hartman and President W. A. Grant and President Hartman and Mrs. Grant. The ballroom was all ready for the devotees of terpsichore, and at the conclusion of the march a capital dance program was provided, a large majority tripping the light fantastic until past midnight, when, to the strains of "Good Night, Everybody," the party broke up with the unanimous verdict that the entertainment could not possibly have been excelled.

The success of the affair was attributable in no small measure to the following committees:

Entertainment Committee — Harlo R. Grant, chair-

Flashlight Photograph Showing the Speakers' Table and a Portion of the Brilliant Assemblage at the Annual Banquet of the Ben Franklin Club of Chicago man; Harry L. Ruggles, George H. Benedict, Charles P. Soule, Albert W. Michener, James H. Rook, George S. Thompson, Wm. C. Hollister, Wilson J. Hollinger, Franklin Wanner, Fred S. Dresskell, Hector E. Delbare, Henry G. Prosser, Vernon F. Bloom, Benjamin S. Herbert, Barnard F. Chittick and Arthur B. Rice.

Hostesses — Mrs. W. J. Hartman, chairman; Mesdames J. W. Hastie, J. J. Miller, Roderick Ross, A. W. Michener, A. C. Jacobus, W. R. Goodheart, J. H. Walden, T. F. Walton, G. A. Kinney, Jeremiah Cox, B. F. Chittick, Joseph Hays, John I. Oswald, Charles E. Wells, Charles P. Soule, E. F. Haiman, H. L. Ruggles, A. F. Wanner, James H. Rook, George E. Benedict, F. S. Dresskell, H. E. Delbare, V. F. Bloom, J. C. Kirchner, E. F. Hamm, J. A Singler, Daniel Boyle, E. W. Kirchner, M. H. Kendig, Henry Allen, R. D. Welsh, C. W. McDonouth, F. H. Farnsworth, Otto Schroder, and Misses Viola Hartman, Louise R. Grant, Lucy Miller.

One feature of the banquet and ball which must not be overlooked was the menu card and programme. It was a very handsome piece of work, with an embossed picture of Ben Franklin on the cover which enclosed an eight-page folder of high typographical merit. The work was generously donated by Arthur B. Rice of the Review Publishing Company.

NEW YORK BANQUET FOR EXPOSITION VISITORS A DECIDED SUCCESS

The banquet given at the Hotel Savoy, New York, for the exposition visitors and exhibitors Friday evening, April 25, was a decided success. The affair was originated and carried to splendid conclusion by the New York Picas and the New York Salesmen's Guild.

Mr. John Clyde Oswald was the toastmaster. The speakers were: Mr. Harry A. Cochrane, president of the National Exposition; Mr. C. Frank Crawford, president of the New York Master Printers' Association; Mr. Chas. G. McCoy, of the Printing Trade News and spokesman for the local Pica organization; Mr. S. Evans Clark, secretary Central States Exposition General Committee; Mr. Charles Francis, president Printers' League of America; Mr. William Hartman, president Ben Franklin Club of America; Mr. Robert W. Nelson, president American Type Founders Company; Mr. Philip T. Dodge, president Mergenthaler Linotype Company and the International Paper Company, and Mr. Joe Mitchell Chapple, editor of the National Magazine.

Mr. Nelson told of his satisfaction in the manner in which the printers were joining the organizations and aiding one another instead of engaging in ruthless, self-destructive competition. The speaker advocated the establishment of a central meeting place in New York City, where the stranger-printers of the nation could get together when visiting the metropolis. The suggestion met with instant approval and there is strong probability of some action being taken to bring about the fruition of the idea.

Mr. Dodge compared the printing industrialism of America with that of foreign countries. It was his opinion that the organization, and especially the apprentice system prevailing in German printing offices, was superior to that of America. He expressed his gratification over the advance made by the printing industry within the last decade, and predicted a more wonderful development in the future.

Mr. Chapple proved himself to be the orator of the evening, his address sparkling with wit, wisdom and fervid patriotic eloquence. He toasted "The American Printer," and Mr. Oswald, editor of the magazine whose name is made up of the same words, with quick adroitness urged the banqueters not to forget Mr. Chapple's words of praise.

Adjournment was had early and permitted the visitors and exhibitors to return to the exposition before nine o'clock.

CENTRAL STATES MILLION DOLLAR EXPOSITION AT TOLEDO, OHIO, SEPTEMBER 6, 1913

A great million dollar exposition for the printing and allied trades will be held at Toledo, Ohio, September 1-6, inclusive, 1913. The advance agents appeared at the National Exposition at the Grand Central Palace, New York, and sold space to a goodly number of the exhibitors there.

Mr. S. Evans Clark, the secretary of the Central States Exposition General Committee, upon invitation, made the National Printer-Journalist booth his headquarters. Mr. Henry C. Vortriede, vice-president of the Ohio Printers' Federation and chairman of the Exposition General Committee, and Mr. Colby C. Hade, vice-chairman of the Exposition General Committee, were visitors at the New York exposition, and received assurances of interest in the Toledo "show."

The exposition at Toledo will not be a private money-making enterprise, but will be conducted by printers for printers. Among the exhibits which are already agreed upon are: A model composing room, newspaper printing presses, automatic, platen, cylinder, scoring and embossing presses; stitching and numbering machines; type machines, cutting machines, perforators, automatic feeders for job presses, printing ink, and paper stock manufactures.

The exposition building is 115,000 square feet in area, and includes more space than is found in either the Madison Square Garden in New York or the Coliseum building in Chicago, and it is all on one floor.

A variety of entertainment is to be offered the visitors. A trip to Toledo Beach, including a luncheon, a moonlight excursion, an excursion to Put-in-Bay, and a cruise around the islands, a visit to Cedar Point and, on Thursday night after the close of the congress, a vaudeville entertainment and ball will be given in the large convention hall.

Philadelphia Club of Printing House Craftsmen

On April 10 the Philadelphia Club of Printing House Craftsmen held their monthly meeting and dinner. There was a very good attendance, as over four-fifths of the members were present.

Much interest was taken in the samples of work put on a table set aside for displaying them, and President Sorensen's idea of the different members bringing samples of good work each month, promises to be very popular and beneficial to all.

Mr. E. R. Currier, of the Curtis Publishing Company, was the speaker of the evening, taking for his subject "Standardization as Applied to Printing." He spoke at some length on having set sizes of papers and about four different page sizes for all printed matter. He also said that if we use less faces of type, having about three or four different families only, in the composing room, that it could be run more economically and harmoniously. His talk was very instructive and interesting, as we have had nothing along this line before.

Mr. Edward Stern, of the Edward Stern Company, was also a guest and gave us a short talk of encouragement to continue, as he thought we were doing a good work, in getting together each month to thresh out our workroom troubles. N. E. HOPKINS, Secretary.

BEN FRANKLIN CLUB OF CHICAGO MONTHLY MEETING, APRIL 17

The Ben Franklin Club of Chicago held their regular monthly meeting at the Hotel Sherman Thursday evening, April 17. Business of great importance relative to the local amalgamation was considered after the banquet had been served. The opinion expressed in favor of an amalgamation on the line of the original agreement of the joint committee and the proposition offered by the Chicago Typothetae was rejected. But in order to leave the way open for further negotiations the committee was empowered, provided the Chicago Typothetae would so instruct their committee, to further negotiate on a plan of amalgamation that would be satisfactory to both parties.

After the business of the evening had been taken care of E. R. Pritchard, secretary of the Department of Health of the City of Chicago, was then introduced to speak on Industrial Efficiency. In a general way he outlined the publicity and preventative work of the department and then dealt with the fresh air problem to show how efficiency can be increased in store, shop, factory, and mine.

The speaker said that a human machine had to sleep once in twenty-four hours, eat three times in the day, but had to breathe eighteen times a minute. He showed that human efficiency depended as much, if not more, on the air breathed than on the food taken into the body.

He illustrated this by citing an instance where the operators at one of the big Boston telephone exchanges were exceedingly efficient in the spring and summer, when the windows and doors could be open, allowing fresh air to be supplied in great quantities, and then how, in the winter time, this efficiency was greatly reduced because of the windows and doors being closed and the fresh air shut off. It took a long time for the managers to find the reason for the inefficiency. When found, the problem was worked out by running ventilators down the length of the ceiling of the room. In a week's time the high efficiency of the operators had been restored.

Many other illustrations were given to show how efficiency was gained and maintained, the same being turned into dollars and cents, not only for the employers, but for the employes as well, since the health of the worker is always better in well ventilated rooms, and doctor and medicine bills are reduced.

He condemned the flat as being an unholy place in which to live, and especially in which to rear a family. He illustrated this somewhat as follows:

"Hello, Johnny."

"Hello."

"Where do you live, Johnny?"

"In Chicago."

"Yes, I know that, but — but — but where do you live?"

"In the third flat down there."

"Where were you born?"

"Gee, I don't know, Mister; I'll go ask ma," and Johnny runs to his mother and says, "Ma, where was I born?"

"Why, in Chicago, Johnny."

"Naw, that ain't right, ma; that fellow wants to know where I was born."

Johnny's mother looked out of the third-story flat window for a moment, then turning to her husband, said, "Say, John, what flat were we living in when Johnny was born?"

The point Mr. Pritchard made was that a flat was not a home, and robs childhood of certain influences in memories which come only by living in detached homes — **real** homes.

As Mr. Pritchard concluded his address several called "Riley," "Riley," "give us some of Riley's poetry," and for nearly a half hour more Mr. Pritchard quoted in a most admirable manner from the works of the Hoosier poet.

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ARRANGEMENTS FOR THE PRINTERS' CONVENTION AT NEW ORLEANS

New Orleans, April 10, 1913:

It is doubtful if any city has ever taken hold of the preliminary arrangements for a convention with greater enthusiasm than has the committee which has in charge the arrangements for the 1913 annual convention of The United Typothetae of America, and The Fifth International Cost Congress, to be held in New Orleans October 20th to 25th. Notwithstanding the fact that a most elaborate entertainment program has been tentatively outlined, already ample funds have been pledged to take care of the expense, and on August first, the committee will begin a wide and comprehensive campaign, designed to reach every printer in the country, and especially those of the Southern states. Special literature will be issued, both on New Orleans and the convention program.

The General Committee and sub-committee have all been appointed, and each committee knows its duties and everything is in shape for a systematic campaign to make the convention the greatest in the history of the organization.

At its last meeting the committee selected the official headquarters for the convention, which will be at the historic St. Charles Hotel.

The St. Charles is one of the most famous hotels in the country, replete with historic associations, which however, has kept pace with modern progress and development, and today is one of the most attractive and best conducted hostelries to be found anywhere.

The erection of the old St. Charles Hotel was commenced in 1835 and completed in 1837, and cost $800,000., a fabulous sum for a hotel building in those days.

The new hotel created quite a sensation throughout the country, and as a result of its construction, New Orleans was given the credit of being the most enterprising — it was already recognized as being the most aristocratic — City in the United States.

This was before the Americans had become hotel building people. The St. Charles was the best of the great hotels of the United States; it was built before The Palmer House of Chicago, and before The Astor House of New York.

On January 18th, 1851, with eight hundred guests in the house, the hotel was discovered to be on fire, and notwithstanding a most stubborn fight, was completely destroyed. It was insured for the insignificant sum of $150,000., about one seventh of its value.

The loss was a severe one to the young city, but the men of those days did not despair easily. Within two days the directors of the hotel had met and decided to rebuild. Work was begun in a few weeks, and within twelve months of the fire a new building had arisen from the ashes of the old one.

In the new St. Charles occurred many of the political events in the stirring period between 1851 and 1861, which made history for the country and the world. It was in Parlor P. "so famous in history" that Jefferson Davis and a number of leading Southern politicians met on their way to the Charleston convention in 1860, and decided in caucus on the course they should pursue there, and probably laid the foundation for the gigantic strife between the States, that followed soon afterward.

In 1862, while New Orleans was occupied by the

Federal forces, the course of the manager of the hotel in refusing General Butler accomodations, came near precipitating a serious disturbance. Mr. Hildreth, the lessee, was a Northern-born man, and a relative of General Butler's wife, nee Hildreth, but was strongly Southern in his sympathies, and an active member of the Confederate Guards.

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THE MISSOURI EDITORS

Harvey Ingham, editor of the Des Moines Register and Leader, has accepted an invitation to deliver an address at the annual meeting of the Missouri Press Association, which will be held the week of June 23, at Pertle Springs, a summer resort near Kansas City. Mr. Ingham was a country newspaper publisher before he went to Des Moines, and will talk shop to the editors of Missouri.

Ovid Bell, editor of The Fulton Gazette and president of the Missouri association, is arranging an attractive program for the meeting. One whole session will be devoted to a consideration of the problems of the country newspaper published in a town of 1,500 or less. The subjects will be: "Getting the News," "Getting and Keeping Circulation," "Getting Business," "Business Methods," "Shop Equipment," and "The Editorial Page." Six of the brightest and most successful young country newspaper men of the state will be the speakers.

Another session will be devoted to a discussion of the effort made by a committee of the association to secure amendments to the state's libel laws at the recent meeting of the legislature. Jack Blanton, of the Paris Appeal, who represented the association before the legislature, will lead the discussion, and the other speakers will be the seven country newspaper men who were members of the legislature, besides Lieutenant Governor W. R. Painter, editor of the Carrollton Democrat. The purpose of this session will be to show the newspaper publishers of Missouri that they draw water and haul wood for the politicians, and then are reviled by them. A good deal of straight-from-the-shoulder talk is expected at this session.

The members of the association will meet in St. Louis on Monday, June 23, and go to Pertle Springs on a special train furnished by the Missouri Pacific Railroad Company. The remainder of the week will be spent at Pertle Springs. Sessions will be held each morning, and the afternoons will be devoted to resting and visiting among the members. Secretary Jack Blanton is arranging details for the meeting, and he is confident the attendance will be unusually large.

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CALL FOR MEETING OF COUNTRY PUBLISHERS

To the Country Publishers of the United States — Greeting:

At 10 a. m., June 12, 1913, in hall L-38, Great Northern Hotel, Chicago, there will be a convention of country publishers of the United States. This gathering is called at the request of hundreds of publishers throughout the country, and will be the result of the efforts of the national organizing committee appointed by the Washington State Press Association July 12, 1912.

The principal object of the convention will be the organization of a national association of country publishers, to be conducted on strictly business lines, and which will endeavor to secure:

More foreign advertising at better rates for the country papers.

The abolition of all free advertising.

Concerted action on all legislative matters affecting the interests of country publishers.

The discontinuance on the part of the government of printing envelopes and wrappers in competition with private individuals and concerns, and many other matters of vital importance.

Addresses will be made by men of national prominence in the publishing world.

As is was impossible to guarantee the number of publishers who will be present, no special railroad rates can be secured, but the date has been selected so that those desiring to attend can take advantage of the low summer schedules, and to suit the convenience of those who will attend the meeting of the National Press Association.

Publishers who propose to attend the Chicago convention are urgently requested to notify the chairman of the committee (Arthur A. Hay, Camas, Wash.), so that proper arrangements can be made. Please do not fail to do this.

Fraternally, ARTHUR A. HAY,
The Camas Post.
ALBERT JOHNSON,
The Daily Washingtonian.
THOMAS CRAWFORD,
Centralia Daily Chronicle.

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SOUTH CAROLINA PRESS

The executive committee of the South Carolina State Press Association at a recent meeting selected Thursday and Friday, June 19 and 20, as the dates for the annual convention, which will be held at the Isle of Palms, Charleston. It was decided to take a trip to New York following the meeting, the party to sail from Charleston on Saturday morning, June 21. It was only after much correspondence and hard work on the part of H. L. Watson, the president, that the Clyde line consented to make a rate of $20 for the round trip from Charleston to New York, provided as many as eighty were secured for the trip. The $20 will include fare both ways, meals and berths. The matter of securing an orator for the annual meeting was left with the president and he was empowered to complete any arrangements necessary for the meeting. The Master Printers of the state will probably hold their annual convention in Charleston two days previous to the meeting of the press association. Reservations for the trip to New York should be made at once, and those desiring to go should communicate with H. L. Watson of Greenwood, S. C. Those attending the executive committee meeting were: Robert Lathan, E. H. DeCamp, A. B. Jordan, H. L. Watson, J. L. Sims, A. H. Seats and W. F. Caldwell.

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WOMAN'S PRESS CLUB OF INDIANA

The Woman's Press Club of Indiana was organized March 18, 1913, at a luncheon in the Ayers' tea room, at Indianapolis, Indiana.

Meetings will be held upon the second Tuesday of each month.

Officers of the Club

Mrs. A. D. Moffet, Elwood, president; Miss Blanche C. Foster, Indianapolis, first vice president; Miss Helen Ernestinoff, Indianapolis, second vice president; Mrs. Dora Budenz, Martinsville, third vice president; Miss Laurel Thayer, Indianapolis, recording secretary; Mrs. Virgil L. Lockwood, Indianapolis, corresponding secretary; Mrs. Henry B. Wilson, Delphi, treasurer; Miss Anna McKenzie, Indianapolis, historian.

The club will establish a press bureau to disseminate information upon matters in which women are especially interested and causes with which they are actively identified.

The association decided to affiliate with the National Press Association.

The outlook for the club is very bright for a large membership as well as a life of much usefulness.

UNIVERSITY OF MISSOURI

School of Journalism — Office of the Dean
Columbia, April 7, 1913.

Dear Sir:

You are invited to attend a conference of publishers of the near-city daily newspapers of Missouri, Wednesday, May 14, 1913, during Journalism Week at the University of Missouri, to discuss:

1. The Development of Home Advertising for Missouri Daily Newspapers.
2. Plans for Bringing More Foreign Advertising into Missouri.
3. Circulation Methods and Problems.
4. How to Get a Just Advertising Rate.
5. How to Combat the Press Agent and the Charity Advertising Evil.

Every publisher of a daily newspaper in Missouri has these and similar problems. Let's discuss them and formulate plans for their solution.

* * *

SEEIN' TYPE-LICE

When the presses cease their grinding,
At the closing of the day,
And the office is deserted
Then my thoughts drift far away,
And I'm carried back, through fancy
To the times I used to know,
And I dream of "seein' type-lice"
As a "devil," long ago.

I had come in from the country,
With a healthy coat of tan,
Thinking that to be a Printer
Was the grandest aim of man;
(And to tell the truth that feeling
I have never yet outgrown).
Soon I heard of "seein' type-lice,"
And I wanted "to be shown."

Thus, the very friendly (?) youngster
Who preceded me, took care
To accommodate my wishes,
So, one day he lead me where
He had lately placed the "news forms"
After running off the "sheet,"
Saying, "Boy, I'll show you 'type-lice,'
Here are some that can't be beat."

Then he opened up a column
Of that good old phat burgeois,
And he filled the space with water
As he said, "Don't make no noise,
Or you'll scare 'em. Get up nearer,
There, now. Look right down in close."
As I did so — swish! the water
Filled my eyes and mouth and nose!

What I said I can't remember,
I suppose it wasn't nice;
But I won't forget the fellow
Who took pains to show me "lice."
Thus, all care and toil 's forgotten—
Troubles vanish fast always,
When I dream of "seein' type-lice"
In my early 'prentice days.

— Roscoe E. Haynes, Fairport, N. Y.

AN ADVERTISER WHO THOUGHTFULLY AND THANKFULLY ACKNOWLEDGES THE BENEFITS OF SERVICE

New York, April 23, 1913.

National Printer-Journalist,

Gentlemen: It is a fitting and opportune time to express to you personally our gratitude for the co-operation you have given our trade agency since you became a member. With this expression of gratitude, however, comes a sense of conscious dependence, for we realize that every attainment in the past has been achieved, and every future success must be gained through the individual and united co-operation of each and every member.

Your co-operation has helped us to build up an organization which has the largest membership of any organization in the trade and reaches into every department of the industry, making it the trade center of credit information. Its unique position, as a strictly neutral body, enables it to act on all trade matters from a purely impartial standpoint.

Thanks to your help, no other organization has been able to maintain so large a group of trained specialists who are giving every business hour to the careful consideration of trade problems and requirements; none is seeking harder to eliminate serious trade abuses, and none has more effectively brought about true trade co-operation, as shown in the Typo Credit Clearance Service.

Your continued co-operation, which we count upon, will help us to make the Typo Service of increased value to you and to every member, and of greater benefit to the whole trade. Faithfully yours,

THE TYPO MERCANTILE AGENCY,
William T. G. Weymouth, President.

* * *

AMALGAMATION RESOLUTION

Whereas, we, the employing printers of the ...., in convention assembled at ...., the ——— of ————, 1913, believe that the study of cost finding and general business efficiency is the greatest business educational work the printer has ever become engaged in; and,

Whereas, the United Typothetae of America and the Ben Franklin Club of America, as national bodies, have been great forces in this new cost finding and efficiency movement; and,

Whereas, it is our steadfast belief that the work they are doing as dual organizations can best be done as one, thereby saving those who support them a great expense, and permit of a still greater work to be done; be it therefore

Resolved, That this convention go on record as favoring unanimously the amalgamation of the two bodies mentioned above into one body, and along the plan adopted at the Hotel Sherman, Chicago, Ill., February 9, 1913, by properly authorized commissions from both organizations, said amalgamation to take place July 1, 1913; and be it further

Resolved, That this convention recommend to all printers that they, either through local bodies, or as individuals, join said new amalgamation, to be known as The United Typothetaes and Franklin Clubs of America; be it still further

Resolved, That copies of these resolutions be sent to the national secretaries of both the old organizations.

Adopted at Omaha and Atlanta congresses and submitted to Kalamazoo, Louisville, New York and Minneapolis conventions.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

The Oswego cutting machine at the National Exposition, held in New York, was one of the principal centers of interest for visitors, and a number of sales of the machine were made as a result of the actual demonstration of its remarkable abilities. Among the recent sales of the Oswego are: Charles D. Robbins, American Bank Note Co. (2), American Lithographing Co. (2), Brown, Lint & Pitt (2), Eugene C. Lewis (1), Lever Bros., Port Sunlight, England (1), C. H. Slingerland (2), Gugler Litho. Co., Milwaukee (3).

* * *

At the National Printing Exposition in New York last month, the Duplex Printing Press Company exhibited four machines used in modern stereotyping departments. An automatic steam table known as the Duplex Mechanical Compressor, proved a great attraction to publishers visiting the big show. The big machine is a powerful, compact, simple mechanical device that does away with all air tanks, pumps, air or fluid compressors and other auxiliary and emergency devices always considered necessities in any pneumatic or other fluid table. In this table complete and perfect "follow-up" of compression is secured by a very heavy and powerful mechanism, this compression being regulated at will by a single adjustment, up to any desired pressure. The entire action is automatic, controlled by the operator simply pulling the lever at the side of the table, or is operated by foot-treadle if preferred. Either platen can be used independently of the other, and the entire machine, accommodating two forms, can be operated by a little two-horsepower motor located practically within the table. This machine, entirely self-contained, requires no fixtures, tanks, piping or other attachments in the room. It can be placed wherever wanted and freely and easily moved if desired. While regularly built for steam heating, the table can be adapted for electric heating.

Another machine exhibited by this company was the Duplex Mechanical Compressor Matrix Drying Table. It is claimed to be the only automatic table that is complete in itself. The machine is of the utmost simplicity in design, and has air or steam compression with the necessary extra devices, such as air compressors, special apparatus for operating, tanks, valves, cylinders, etc., etc. It requires no emergency devices or attachments for operation by hand.

* * *

The new catalogue of the Mergenthaler Linotype Company is not only usefully informing in conveying and describing all present standard models of Linotypes, that is a work of highest typographic excellence and beauty. The book was wholly composed on the linotype and printed direct from the slugs at the works of the Mergenthaler Linotype Company, at Park Avenue and Ryerson Street, Brooklyn, N. Y. As a specimen of linotype work, it must be classed as a model, showing the possibilities of highest artistic production. The facts given as to the development of the linotype, as well as to the broad fields now covered by the two, three, and four-magazine machines are most interesting and important.

Kihn Brothers, bank-note engravers and printers, of 203 Beekman Street, New York, are new advertisers in the National Printer-Journalist. They produce the very finest bond and stock certificate blanks at reasonable prices ready for the printer. By securing specimens of the blanks and submitting them to possible purchasers the local printer can make a handsome profit on the jobs and still undersell others and, incidentally, keep work from going out of town.

The idea is firmly established that the production of securities should be surrounded by every possible safeguard and that their attractiveness should induce their purchase by investors.

Those most keenly alive to this necessity have long ago discarded the use of cheap and inferior methods of printing securities and have resorted to the use of bank-note engraving.

"K. B." Blanks make possible the production of high-class securities embodying the best features of bank-note engraving at reasonable cost, and leave a large margin of profit.

They are steel engraved in the highest bank-note style. Originality and exclusiveness of design, and the lavish expenditure of work in their production, render counterfeiting practically impossible.

The text may be lithographed, or type printed by you. thus rendering the work rich and attractive in appearance, and making the entire cost small compared with all steel engraved securities. Or, if it is desired, the work may be prepared by Kihn Brothers from all steel engraved plates throughout, in accordance with stock exchange requirements.

A choice of six colors—green, brown, blue, carmine, orange, and old gold—are carried in stock and enable the use of various colors where several denominations are required.

The paper used is Crane's No. 25 glazed bond for the stock certificate blanks, and Crane's No. 29 glazed bond for the bond blanks—the best that the market affords.

Securities produced in this manner are preferred by dealers and investors and command higher prices than others; their cost is within the means of the smallest corporation or municipality.

The attractiveness of such securities and the practical features of producing them in this manner are readily apparent; the pecuniary benefits to be derived should induce the adoption of this method.

* * *

Owing to the large amount of business coming out of Philadelphia and adjoining cities, the Latham Machinery Company has found it necessary to have their Mr. C. W. Toberan reside in Philadelphia.

He has been handling this territory for the past year, and his friends in the trade will be glad to hear of his move.

He is considered an authority on the Latham line, as he spent eight years in their factory at Chicago, and there are few things about a stitching machine that Mr. Toberan does not know.

* * *

Those doing business with the government and wishing to know whether the Ashcroft paper tester may be used for the 1914 specifications of the general supply committee, should address inquiries to the Bureau of Standards, Washington, D. C., exactly as follows:

"Will you please advise us if the Ashcroft paper tester is considered by the Bureau of Standards as a suitable instrument for determining the bursting strength of paper under specifications of the general supply committee, class 1, 1914."

The Bureau has been annoyed in the past by receiving a large number of inquiries, many of which were worded in such a manner as to draw the bureau out on their opinion of the Ashcroft paper tester.

This is a position in which no government department can be placed, and all inquiries addressed to the bureau should be worded as above indicated.

The Ashcroft paper tester does just what its name suggests it will do. The instrument is made by the Ashcroft Manufacturing Company of New York.

* * *

Mr. B. H. Wallace, formerly assistant sales manager of the F. Wesel Manufacturing Company, is now with the Latham Machinery Company's New York office. Mr. Wallace was with the Wesel Company eleven years and has had considerable experience in selling the printing trade of the United States, and will be a valuable addition to the Latham Company, whose New York business alone has increased over 100 per cent in the past two years.

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TYPE-HIGH NUMBERING MACHINE

Sold at Right Prices by All Type Founders and Dealers

Wetter Numbering Machine Company 343 Classon Avenue, Brooklyn, New York, U. S. A.

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Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

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THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE—Lever paper cutter, "Leader." In condition for immediate use. A bargain for some one. Address, Sohm Electric Co., Ravenswood, Chicago.

SPECIAL BARGAINS in Duplex, Goss Clipper, Hoe Flatbed Perfecting, two-revolution presses for newspaper plants; 8-page Scott web for $900; 24-page list. Write for List A, Peckham Machinery Co., 1 Madison Avenue, New York City, newspaper outfitters.

Bargains in Printing Presses
FOR SALE

FOR SALE—Three-deck press, prints 4-6-8-10-12-14-16-18-20-24 pages. Overhauled and rebuilt. Will sell at very low price. THE GOSS PRINTING PRESS CO., CHICAGO ILL

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FOR SALE—One Flat Bed Perfecting Press, prints 4-6-8 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

OLD TYPE WANTED—Cash or exchange. Empire Type Foundry. (Not in the Trust), Buffalo, N. Y.

MONOTYPE WANTED—Second-hand. C. L. Darte, 306 Lexington avenue, Buffalo, N. Y.

EXPERIENCED PRINTING HOUSE MANAGER, now printing expert for a western state, wants position to manage tiptop weekly or small daily newspaper and job business. Familiar with editorial, advertising, stationery and accounting. Absolutely reliable; gilt-edge references. Address Printer-Journalist.

FOR SALE—One Goss Clipper Press, with full stereotype equipment, printing from four to eight page papers, seven to eight columns, at an average speed of eight thousand per hour. This press is in first-class condition, and for quick sale will make a bargain price; terms satisfactory to purchaser. Glens Falls Publishing Co. C. V. Furness, General Manager.

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Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist
STATION X, . . . CHICAGO, ILL.

Printer's Account Book

A TIME AND MONEY SAVER

200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5
The book measures 11¾ by 15¾ inches

NATIONAL PRINTER-JOURNALIST : CHICAGO, ILL.

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INKOLEUM
THE OLDEST AND STILL THE BEST
PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tells the story.

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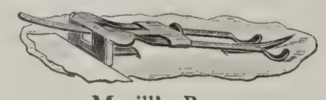

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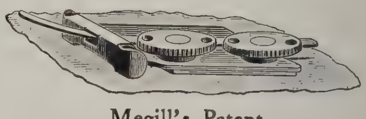
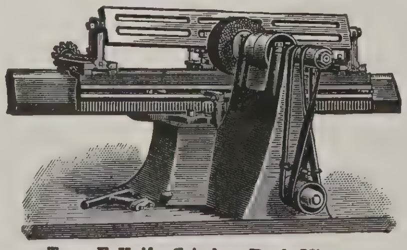


Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues.



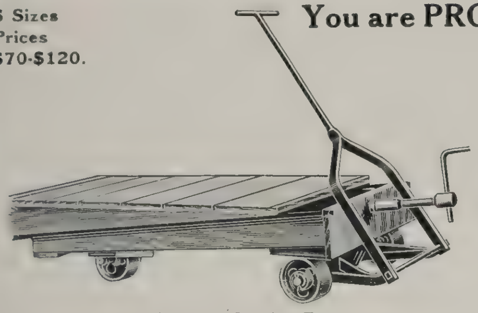
Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes, which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

THE BLACKHALL MFG. CO., BUFFALO, N. Y.

5 Sizes
Prices
$70-$120.



Write for Catalog B.

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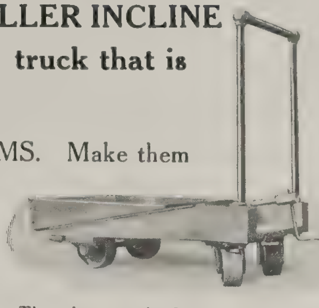
One truck will serve 100 PLATFORMS. Make them yourselves.

Over 500 PLANTS now using THIS SYSTEM.



The above style for handling a sheet not larger than 40 inches. Price $60.

The Miller Incline Truck Co., 561 West 57th St., **New York**

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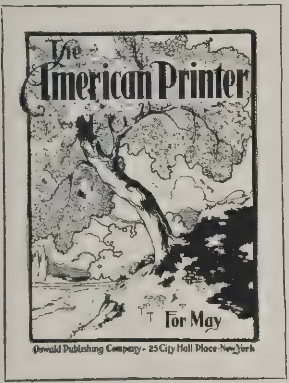

The great Contest in Printshop Knowledge, just closed, brought home to many of us that we need to learn more about the printing business. The man in any walk of life, the printing business in particular, who ceases to learn, automatically eliminates himself from the great onward movement. Why dig a grave for your hopes and ambitions and sit idly waiting for the man with the frock coat? Keep young, revive your ambitions, march with the big men in the printing business—

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Every issue contains reading matter better than any medicine for restoring energy, stiffening the spine, straightening the shoulders, steadying the eyes, and remedying that flat feeling of the pocketbook.

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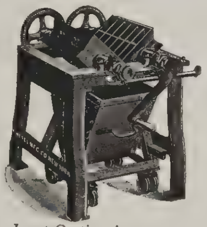

Ingot Casting Apparatus, several styles.

—that is "any old" metal—into the pots of Linotype or Monotype machines. It PAYS to handle the metal properly—to cast and keep it ready in the shape of uniform Ingots. We make casters for this purpose, plain and water cooled, in several sizes.

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who is interested in his business knows the value of a really good press—The cost of a new press is immaterial if it will bring you satisfactory returns and results.

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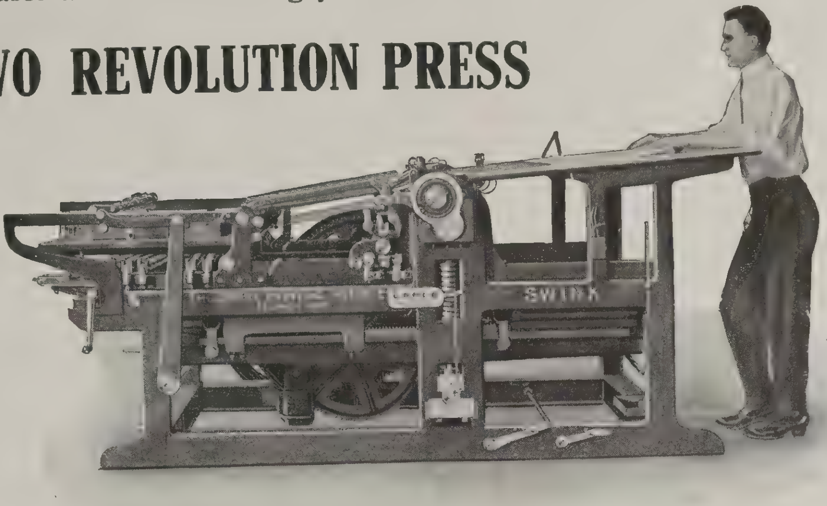

is built by practical men who know the need of the everyday and the up-to-date printer from actual experience.

Let us tell you more about it before you decide upon the press you are going to buy—A postal card will bring you descriptive matter or a salesman.

The Swink Printing Press Company Factory and General Office
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Read by British and Colonial Printers the World Over

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

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Printer's Account Book

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National Printer-Journalist, Station X, Chicago.

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

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The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

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"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler. Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

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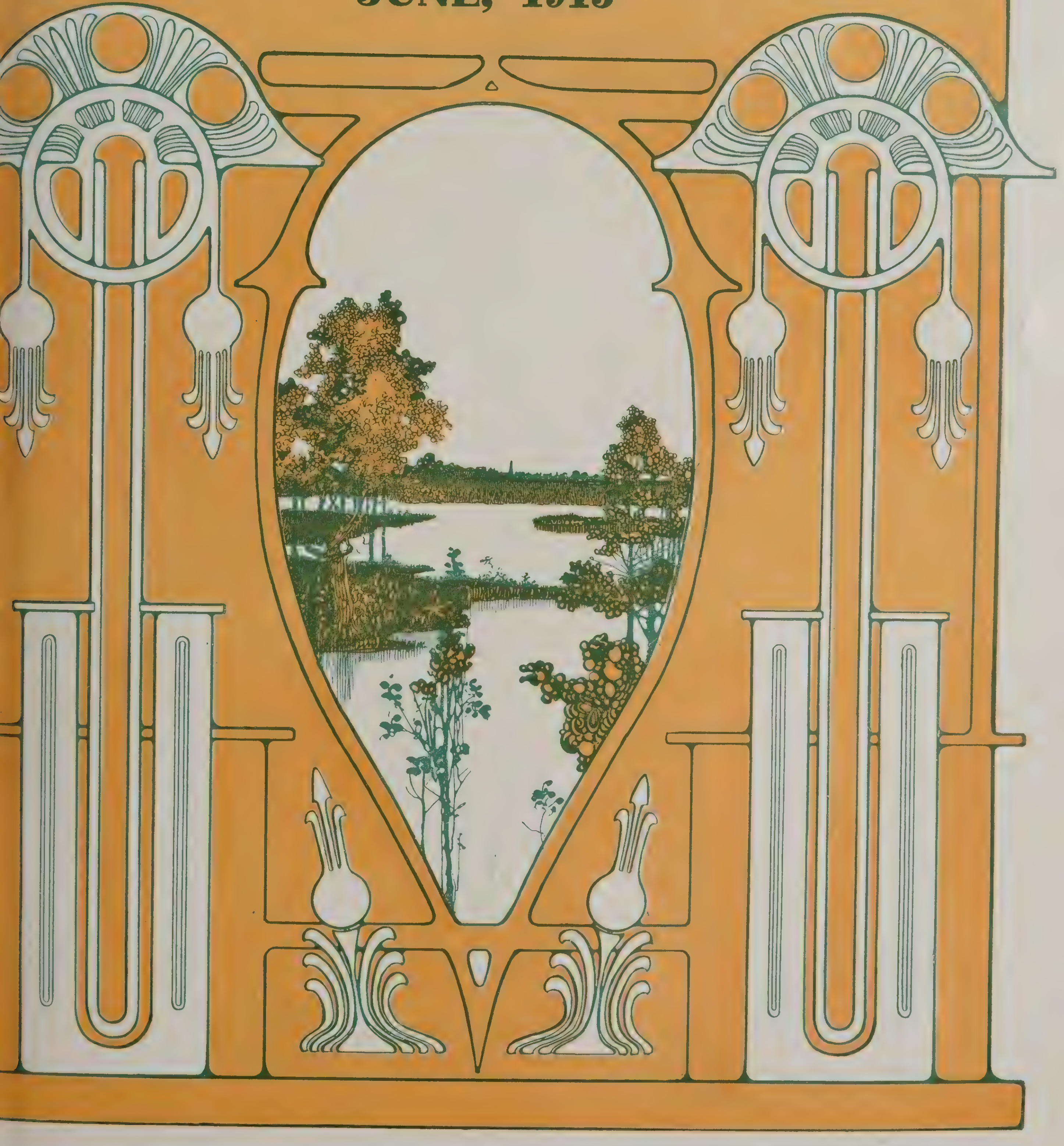
NATIONAL PRINTER JOURNALIST

CHICAGO, ILL.

JUNE, 1913

VOL. 31, No. 6



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H. C. Hansen Type Foundry Established over forty years

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Ledger Paper gets all sorts of treatment, under all kinds of conditions, and unless constituted to survive the ordeal, remains a constant reminder of the mistake in judgment of some printer or stationer.

It has been our aim to put the quality into our Ledger Papers that would assist our customers in the development of their Ledger business. "Butler Brands" of Durable Ledger Paper are the dependable solution of your Ledger problems.

BERKSHIRE LINEN LEDGER

A Ledger Paper made to your order. List all of the features that would constitute your ideal Ledger Paper and compare ***Berkshire Linen Ledger*** with your specifications, and you will find that we have produced just the paper you have been looking for.

The new linen rags used in making this paper are manipulated with the one idea of producing paper of faultless quality, paper with a perfect writing and ruling surface, and pure, bright color—a sheet that will take repeated erasures.

If you want real Ledger satisfaction at a price that will effect a saving, you will get it in this brand.

"BUTLER BRANDS"

of

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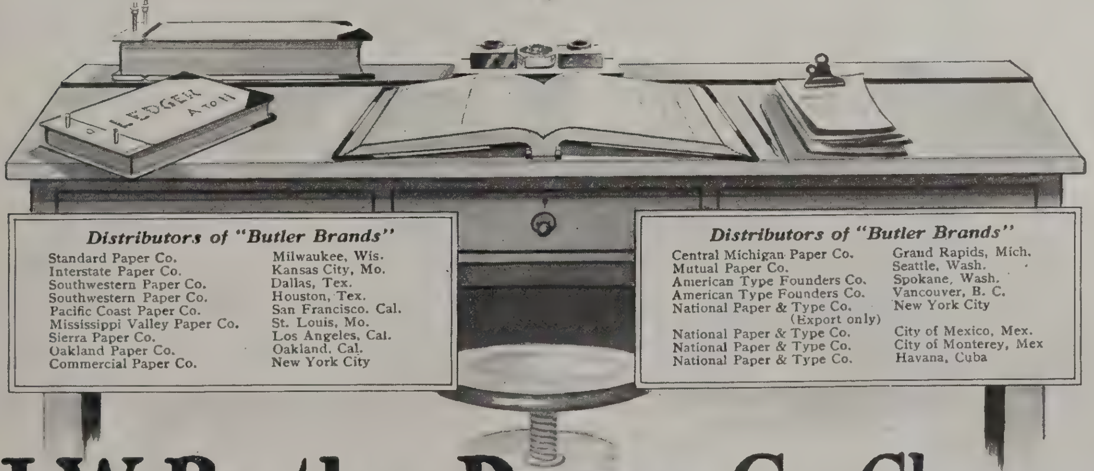
BYRON WESTON CO.'S LEDGER
LEDGER MILLS LEDGER
BERKSHIRE LINEN LEDGER
GENERAL LEDGER
LOOSE LEAF LINEN LEDGER
SCRIPTUM LEDGER

Write us that you are interested and we'll send samples of any one or all of the above brands.



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American Type Founders Co.	Vancouver, B. C.
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ESTABLISHED 1844

Now You Have Time to Brighten Up Your Type Faces

We take advantage of the summer lull in business for making a general clean-up of type and material. We go over each case and work back from the letterpress department to the theatre program and poster department, discarding all worn and obsolete faces, reserving some of the doubtful fonts for the latter department. We box and weigh the old metal preparatory to sending to the foundry. After this trimming process we are prepared to give attention to renewals. We go over the late specimens and weigh their fitness for our work. In making selections we avoid conflicting variety, preferring harmonious faces, and plan to have each font an active unit of the whole. We order liberal weight fonts. It is cheaper to sometimes have a little unused type in the bottom of a discarded case than to have your compositors hunting for sorts.
—*C. X. Brando, Mgr. Sudsworth Ptg. Co., Washington, D. C.*

NEARLY every shop has a slackening up of work during the summer months. Use the time as does this Washington printer. It will bring you better returns than going to all the ball games—better even than canvassing for work when there is none to be had except at bargain prices.

A clean-up and rejuvenation of your shop, and the exchange of worn-out type for some which is new, sharp and up-to-date, will put you in a position to command the best work at the best prices when business opens up again.

Our printing office experts will be glad to advise you as to the most serviceable faces to put in. Write us freely as to the size of your shop, class of work done, the type you already have, etc.

American Type Founders Company

Set in members of the Bodoni Family. Ovolo Border. Lithotone Rule.

PACKARD—The Latest Type Face

How the Spirit of Co-operation Built the Largest Type Foundry and Printers' Supply Business

EVER since its inception the American Type Founders Company has been dominated by a policy of co-operation with the trade that it sells to. This spirit is not actuated by a motive of altruism. It is purely a business proposition. For this Company realizes that continual advancement of its business depends solely on the continual advancement of the industry it deals with. There never has been a forward movement of any importance or a reform, or an advance in the printing or publishing business or the allied trades, that has not received the most hearty and practical endorsement and co-operation of the American Type Founders Company

And the printing industry has never made a step forward during the life of the American Type Founders Company that has not materially increased the business of the Company. It is purely an automatic arrangement. The American Type Founders Company has always co-operated and will continue to co-operate to advance the interest of printers and publishers because such advancement means much greater success for the Company. The printers who have benefited by the progress in business at the same time have helped to make the American Type Founders Company the largest and most progressive Type Foundry and Printers' Supply House in the world. This Company conscientiously believes it has done its part to make the Printing Industry the Sixth Business in the United States

A continuance of this mutual co-operation will tend to still further raise the standard of the printing industry, and as a result, to increase the business of the Largest Type Foundry and Printers' Supply House

American Type Founders Company

SELLING HOUSES CONVENIENTLY LOCATED

Set in the Packard Series 18 Point Antique Border No. 1 Floral Decorators Lithotone Brass Rule

OSWEGO

Exclusively
Cutting Machines

WRITE

OSWEGO MACHINE WORKS
NIEL GRAY, JR., PROPR.
MAIN OFFICE AND WORKS: OSWEGO, N.Y.

Want to Make Money?

Then use money making equipment—equipment that eliminates waste at every turn—that cuts out all unnecessary labor—that not only makes it possible, but *easy* to turn out more and better work—equipment that reduces your costs to the lowest possible point and that extracts *all* the profit—the very last penny—out of your work. The best and surest way to do this is to

Use

Rouse Time Savers

for Printers

Lead and Rule Cutters
Line-Slug Cutter
Universal Blocks
Register Quoins
Graduated Galleys
Newspaper Bases
Lund Extension Delivery
Mitering Machine
Rouse Job Sticks
Register Hooks
Iron Bases
Form Trucks
Composing Rules
Telescopic Line Gauge

Each the Best of Its Kind

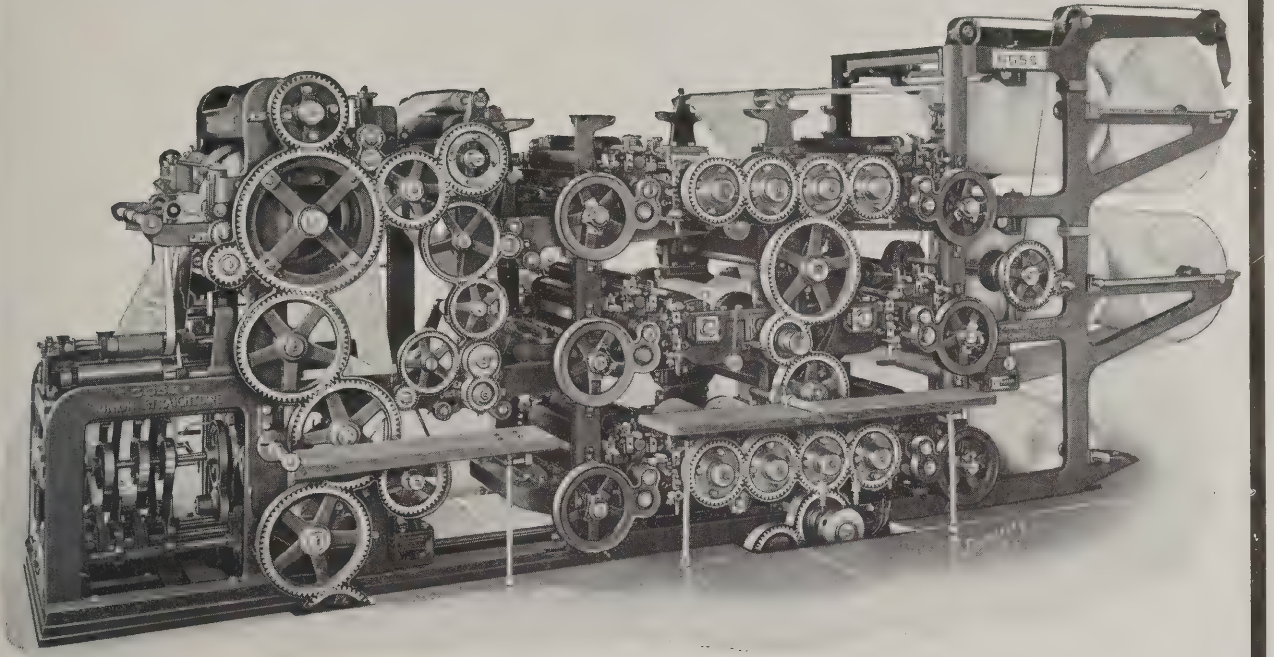
H. B. Rouse & Company
Chicago, U. S. A.

SOMETHING ENTIRELY NEW

THE

GOSS Junior Straightline

Built on Our Regular Straightline Design



Built 2, 3, 4-deck high, or in tandem, according to space or selection, producing 4, 6, 8, 10, 12, 14, 16 pages in book form, printing seven columns wide by length of columns from 20 in. to 22 in. All plates cast from our standard stereotype machines (no boring of plates required). Can be arranged to print from one to three extra colors. Additional decks or sections can be added at any time in the future. Can be made to deliver products either one-half or one-quarter page size. Best workmanship and material used in its construction. Ask for further particulars.

Manufactured by

Goss Printing Press Co.

Sixteenth Street and Ashland Avenue
Chicago, Illinois

NEW YORK OFFICE: No. One Madison Avenue, Metropolitan Building

Says Barnhart's Jake:

Remember the first girl you were in love with? She was the daughter of the village milliner. You met her at a Picnic in Downer's Grove. At least that was when you first became conscious of her. She had big, blue eyes, and the freckles (you thought) only added a touch of piquancy. Well, she was a pretty girl.

But you are mighty glad now you didn't marry her. She wasn't the kind that lasts.

Some types are like our first loves. They are pretty. But they don't last.

Barnhart type is different.

P. S. Have you received your copy of PREFERRED TYPE FACES. No? Write for it today to

Barnhart Brothers & Spindler

168-70-72 W. Monroe St.
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ST. LOUIS
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FOR PROFITABLE SUMMER READING

Send to nearest selling house of the American Type Founders Company for their descriptive literature of the

"BOSTON" WIRE STITCHER

and be informed as to the superior features of this Superior Stitcher.

SERVICE

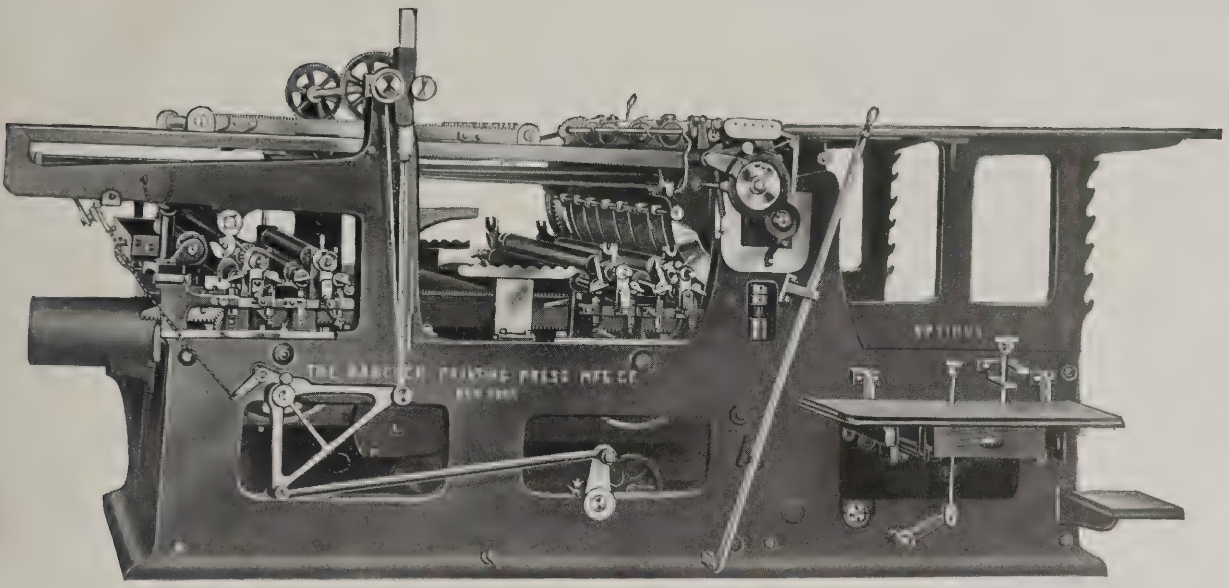
Stands first in pleasing your patrons in typesetting for the trade. To be thoroughly consistent this must be backed by personality conversant with all the technicalities of both hand and machine composition, the culmination of which is highest

QUALITY

These are the results obtained in book, job and catalogue composition when placed in our hands. Your correspondence is earnestly solicited in regard to the production of booklet, catalogue or publication, with the assurance of highest class workmanship.

Monotype "M & L" Linotype
Typesetting Co.

Telephone Lakeview 2515
4015 E. Ravenswood Park, Chicago



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Winnipeg

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS KANSAS CITY OMAHA ST. PAUL SEATTLE DALLAS WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

The Babcock Optimus

The Babcock Optimus

We have recently put out the *No. 35 Optimus Pony,* a new two-revolution, printing a 22x32 sheet with half-inch margins. It is the most perfect of small presses. Makes 3000 smoothly. In its way is as good as the famous No. 43 Optimus. Just the machine for high-class small work, and a lot of it. Ask for description.

No firm or individual can use a fraction of the critical care in buying a press that it is in our power to exercise.

No buyer has as much at stake as we, or could less afford to be at fault in judgment.

Our tests are those of day by day use; our conclusions must be drawn from actual experience.

These find us watchful and alert; we approach them open-minded, as ready to criticise as the most stubborn enemy we have; for if fault exists it is vital that we know.

Not with one machine have we worked, but with thousands; not under one condition, but under all known to printing; not for weeks or months, but for years; not in one section, but in every section and country.

They leave us confirmed in the knowledge that in the Optimus two-revolution we offer the trade a press without an equal.

The Optimus is the one press the buyer must know if he wishes to excel in equipment and secure attendant benefits.

He may at once acknowledge that it is the equal of any other press. Without risk or loss, he therefore can install an Optimus, and for himself test the claims of superiority that we make. We pledge that under like conditions it will show better and faster work than he secures from any similar press; and in doing it that there will be less cost for repairs, less wear to forms.

SET IN AUTHORS ROMAN

FRED'K H. LEVEY CO.

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HIGH GRADE

PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

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A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers Supply Houses throughout the United States. For further and full particulars write

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"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

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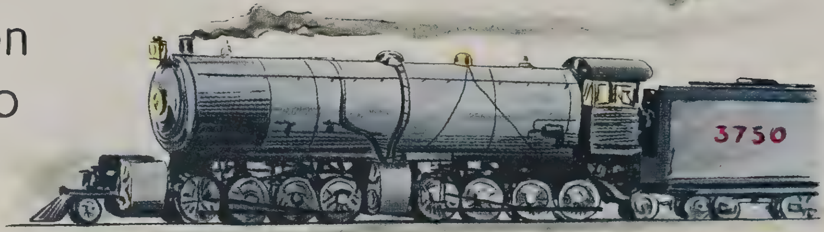
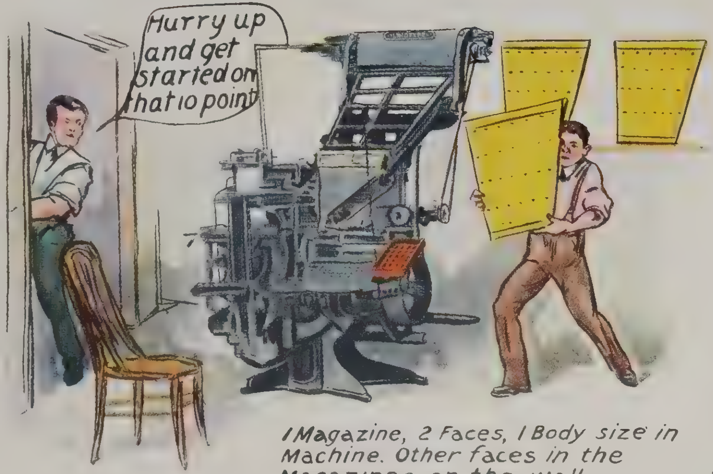
What the Repeating Rifle
of to-day is to the
old Muzzle Loader
of our forefathers.

What the 200 ton
Locomotive is to
the Stage coach
of yesterday.



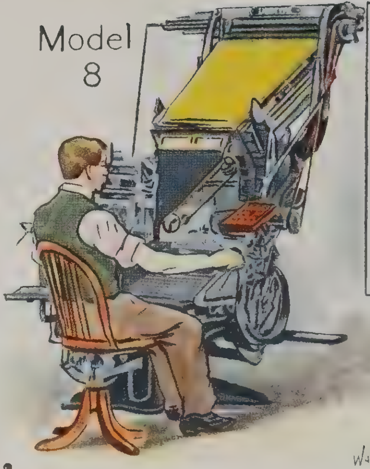


Hurry up and get started on that 10 point

1 Magazine, 2 Faces, 1 Body size in Machine. Other faces in the Magazines on the wall.

The Multiple
Magazine Linotype
is to
any Single Magazine
Slug casting Machine.

Model 8

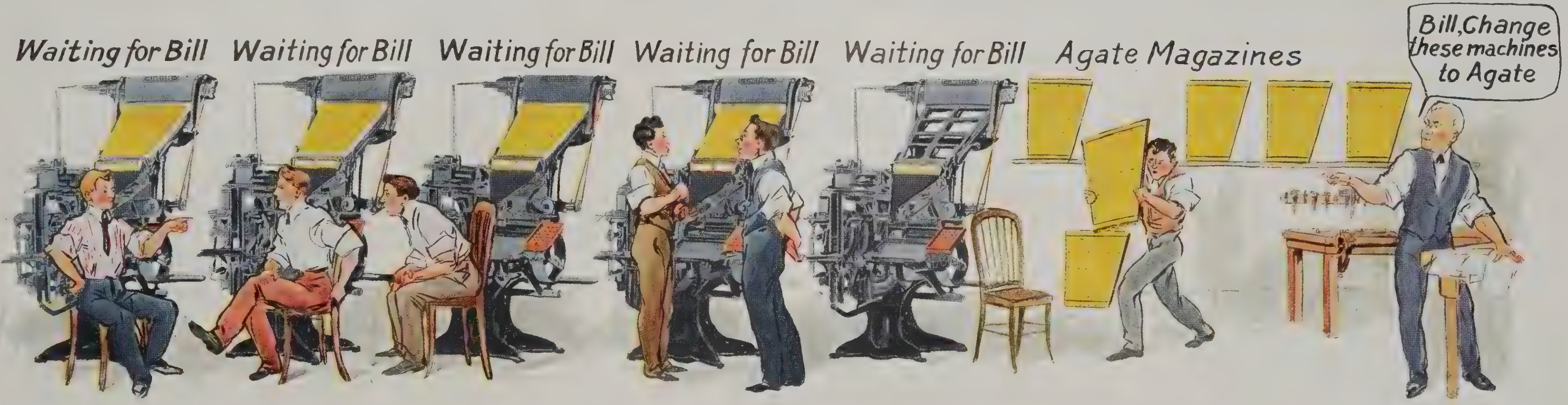


3 Magazines
6 Faces
3 Body Sizes
in the
Machine
at Instant
Command
of the
Operator

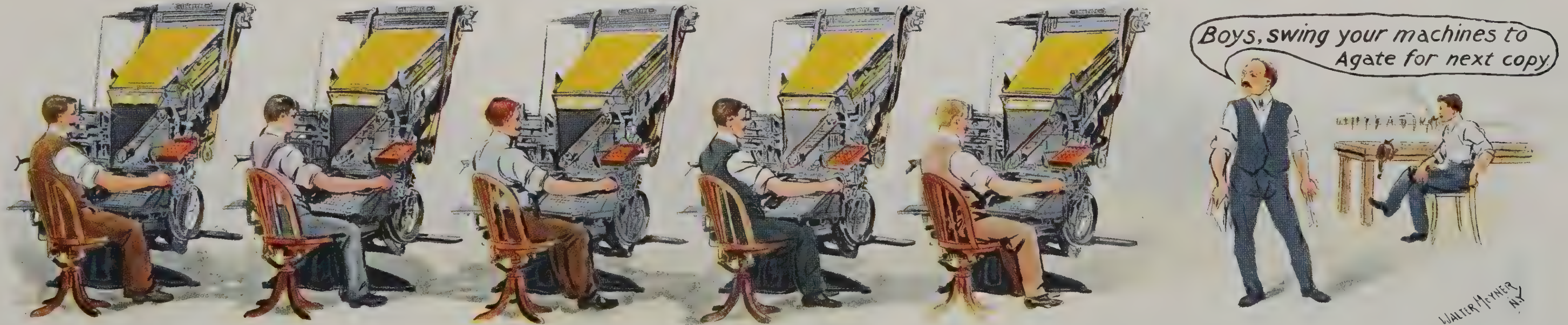
Time Flies! Look Forward, Not Back.

MERGENTHALER LINOTYPE COMPANY

Changing from Six Point to Agate.



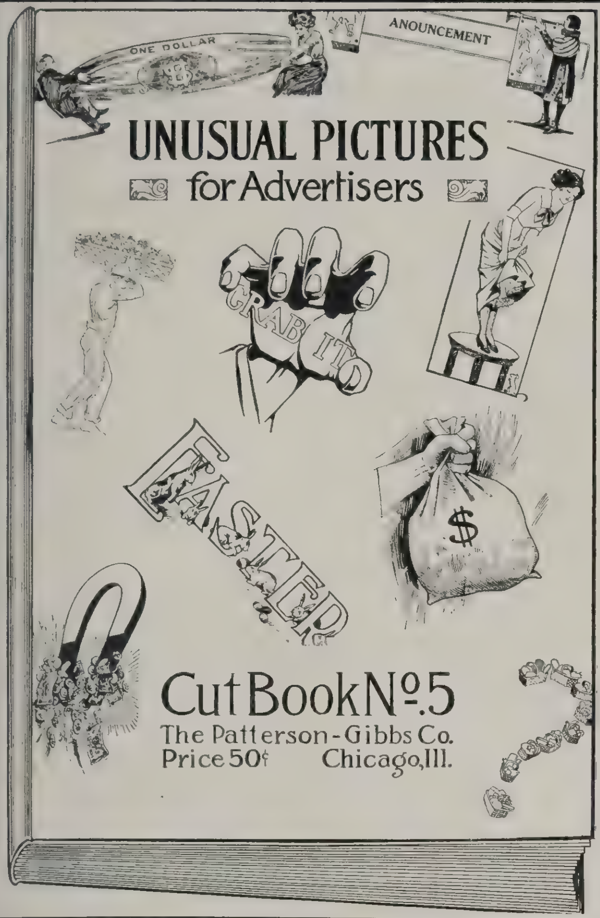
The Single Magazine Machine Way. (Note–"Bill" may also have to change Ejectors and Liners)


Boys, swing your machines to Agate for next copy.
WALTER HEYNER N.Y.

The Multiple Linotype Way. Team work! Each operator makes his own changes from his seat.—No Waiting for "Bill."

Time Flies! Look Forward, Not Back.

MERGENTHALER LINOTYPE COMPANY



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FOR PRINTERS, PUBLISHERS AND ADVERTISING MEN

Will enable you to brighten up your ads (and those of your customers) at small expense.

The Patterson Gibbs cut book "Unusual Pictures No. 5" contains over 400 of the most brilliant in one and two colors, ever designed.

They will add snap and ginger to any copy with which they are connected.

They are adapted for all sorts of business and for all sorts of purposes, such as **Folders, Booklets, Mailing Cards, Inserts, House Organs, Blotters, Envelopes, Letter Heads, Calendars, Menus, and in fact where ever illustrations are used.**

PRICE OF BOOK, 50 CENTS

Refunded on the first order for cuts amounting to $1.50 or more.

Cuts Sent Quick by Return Mail.

If you are in doubt as to the value of this book send for free supplementary sheet showing samples.

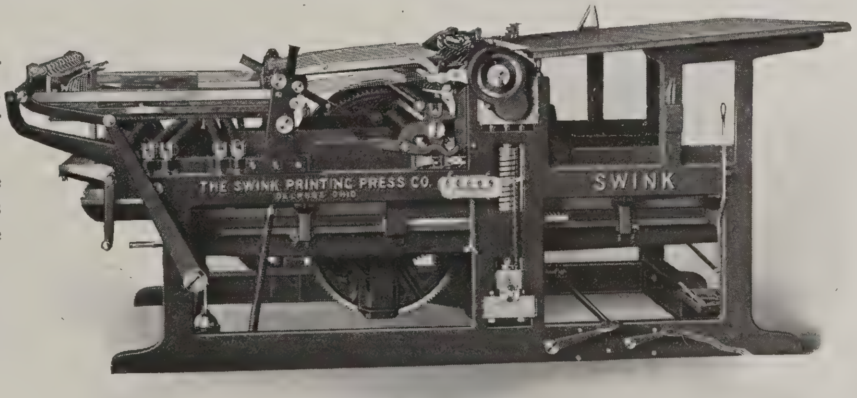
THE PATTERSON-GIBBS CO.

Largest stock cut house in the country.

423 S. DEARBORN ST., CHICAGO, ILL.

The SWINK Two Revolution Press

Was the HIT of the New York Exposition. Our display attracted more attention and more favorable comment than any other exhibit. The SWINK appeals to all thinking printers—



It has less parts than any other presses which means less wear, less attention and less cost for maintenance.

It will do heavier work because the contact on the type forms is less and the cylinder lift is more rigid.

It produces sharper impression on account of its small cylinder.

It is easier to operate and occupies less floor space.

It reduces the necessary idle time.

It will produce work equally as fine and will run equally as fast and in operation there is much less jar and vibration.

Let us explain to you fully wherein its advantages over other machines exist. A postal card will bring you a catalogue or a salesman—Also a sample sheet of the work we produced at the New York Show.

The Swink Printing Press Company

Factory and General Office
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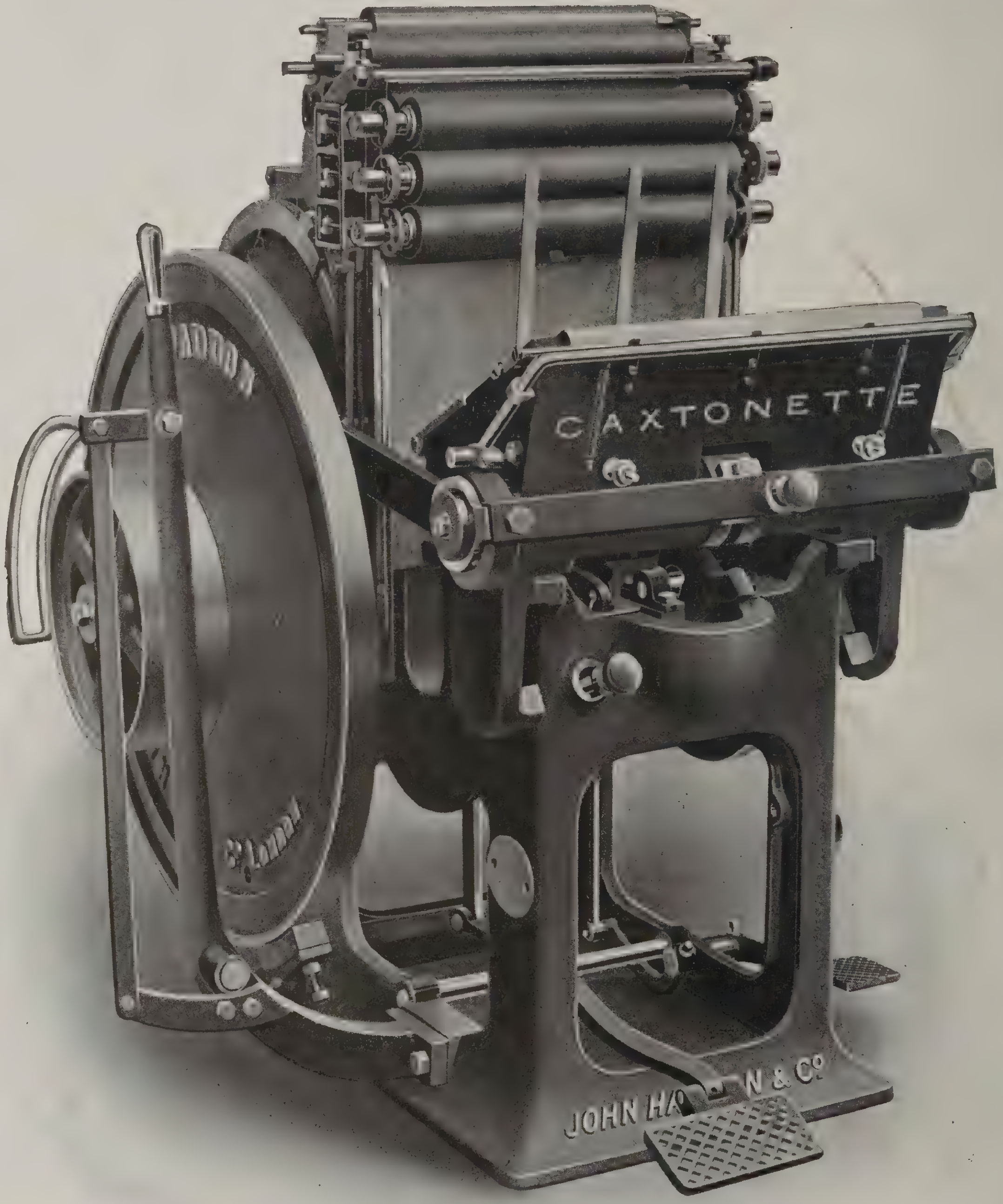
Latest Achievement in the Building of a Small but Powerful Press



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H. Hinze Machinery Co., Tribune Building New York

Sole American Agents for ALL Caxton Presses

To answer the

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WRITE FOR CATALOGUE JUST OUT

LATHAM MACHINERY CO.

Outfitters for the Complete Bindery

Perforators, Punching Machines, Paging and Numbering Machines, Creasers, Scorers, Embossers, Standing Presses, Job Backers, Table Shears, Paper Cutters, Ruling Machines, Bundling and Baling Presses, Wood Goods, etc.

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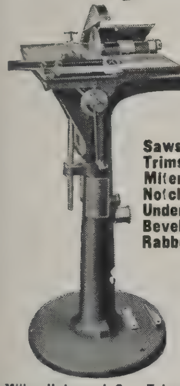

Miller Universal Saw-Trimmer

1 Printer, 1 hour, .375c
Int. on Lead Cutter .0000
.375c

would pay
This for This
instead of
That for That

Lead Cutter Way
20 Slugs per Minute
1200 Slugs per Hour

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Interest on Miller .0025
.3775

Miller Saw-Trimmer Way
300 Slugs per Minute
18000 Slugs per Hour

One-fourth cent more gets you 15 times the amount of work

Saws, Trims, Miters, Notches, Undercuts, Bevels, Rabbets,

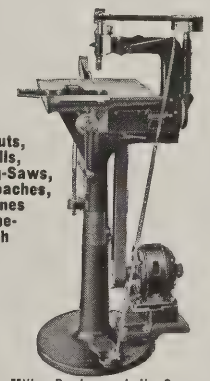
That's the Miller

Routs, Drills, Jig-Saws, Broaches, Planes Type-High

The Only Accurate Type-High Planer for the Printer.
Will plane ordinary sized cuts five per minute.

EASY TO OPERATE. EASY TO BUY. EASY TO PAY FOR.

Sold by Leading Dealers **Miller Saw-Trimmer Co.,** POINT BLDG., PITTSBURGH, Pa.



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that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

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INCREASE YOUR SALES
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RATINGS

MOST CAREFULLY REVISED and based upon substantiated statements and ledger facts furnished by the trade.

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Extraordinary Achievement

Two Separate Jobs Fed Automatically at One Time

at a speed of

3,500 Per Hour Each

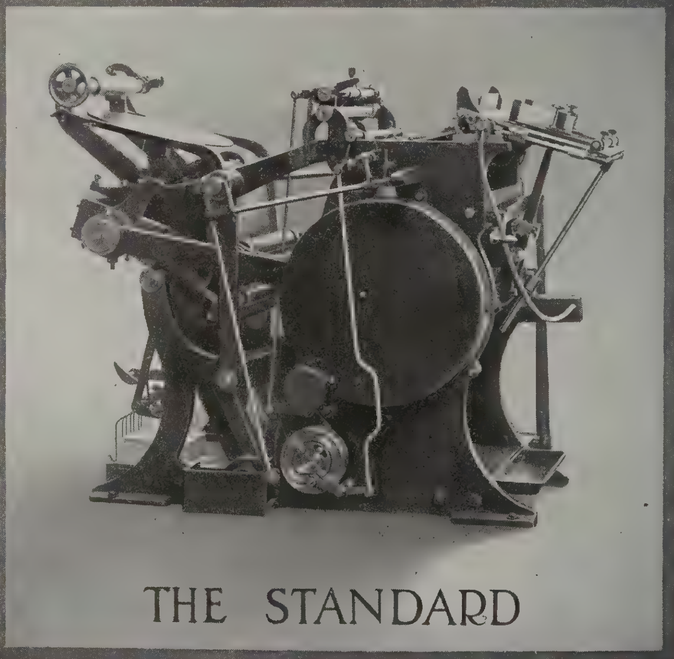
on the

Standard High Speed Automatic Job Press

The Printers' Big Money-Maker

THE Double-Feeding Attachment was shown for the first time at the Printers' Exposition, April 19-26, 1913, at the Grand Central Palace, New York. It can be installed on any outstanding STANDARD. Ready for delivery in 30 days. Price $150.

The STANDARD is the biggest money-maker in the printing business to-day. Nothing else can compare with it as a profit earner. We have been constantly sold ahead; the orders now in hand will take our output for the next 30 days. Prompt reservation should be made for early delivery.



THE STANDARD

The price of the STANDARD is $1,750. (Double-Feeding Attachment, $150 extra.) The terms are $250 Cash, when press is erected, the balance being covered by monthly notes of $100 each, bearing interest at 6%. A discount of 5% is allowed on the entire purchase price if the balance is paid within 30 days after installation.

WOOD & NATHAN CO.

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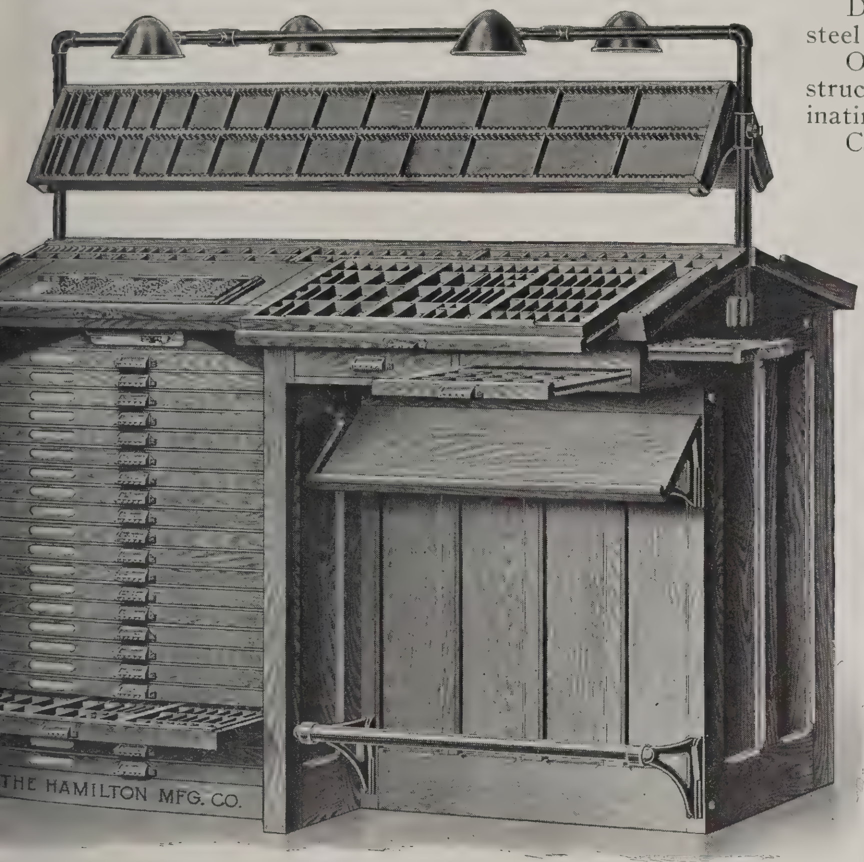
Minimum Lost Time Maximum Efficiency

For 31 years the Hamilton factories have been producing Printing-Office Furniture and Wood Type.

In all that time Quality has been the first consideration. The furniture we produce now is backed by this knowledge of the requirements of more than fifty thousand practical working printing-plants, covering a period of more than a quarter century. The element of experiment is thus reduced to the minimum. Why experiment in considering the purchase of new equipment?

In the new line of steel equipment this long experience in equipping the composing-room is a direct advantage. With a knowledge of what is required it is a natural step from wood to steel.

The resulting product is practical, efficient, lasting.



No. 4 Ad.-men's Cabinet in Wood Construction

Distinctive features of Hamilton steel equipment are:

Of first importance, one-piece construction, wherever possible, thus eliminating seams, joints and connections.

Cabinets are constructed with double walls with the angle of the case runs concealed between walls. eliminating all projections which might interfere with the easy running of the cases or drawers.

One-piece letter boards, stamped from a single sheet of heavy metal.

One-piece stamped steel paging galleys.

Type cases with steel covered fronts.

Hamilton Composing-Room Furniture saves labor by eliminating time lost in useless running about for material widely scattered and out of reach. This saving runs from 10 to 25%, according to statements from offices already equipped.

The saving in floor space runs from 25 to 50%. These figures represent vital factors in cost reduction.

Why not investigate? Let an expert demonstrate the possibilities. No order will be coming to us if our claims are not made good.

New Ad.-man's Cabinet Nos. 3 and 4

This Cabinet combines all the good features found in other popular Composing Cabinets.

Extension front for type cases; mortised label holders; electric lighting for type cases and banks; copy drawers; sliding trays for quarter-size rule cases; supplementary galley bank; removable working top; adjustable two-faced overhead lead and slug bank; foot rails; mortise in bank with justifying lead and slug cases and with sliding working bank on which the type case is placed, thus making this justifying material readily avalable without removng the type case.

This Cabinet has two tiers of type cases, one on each side. Two men work at the cabinet, one from each side, without interruption, each having complete equipment at hand, both sides of the cabinet being exactly alike. Supplied in wood or pressed steel construction.

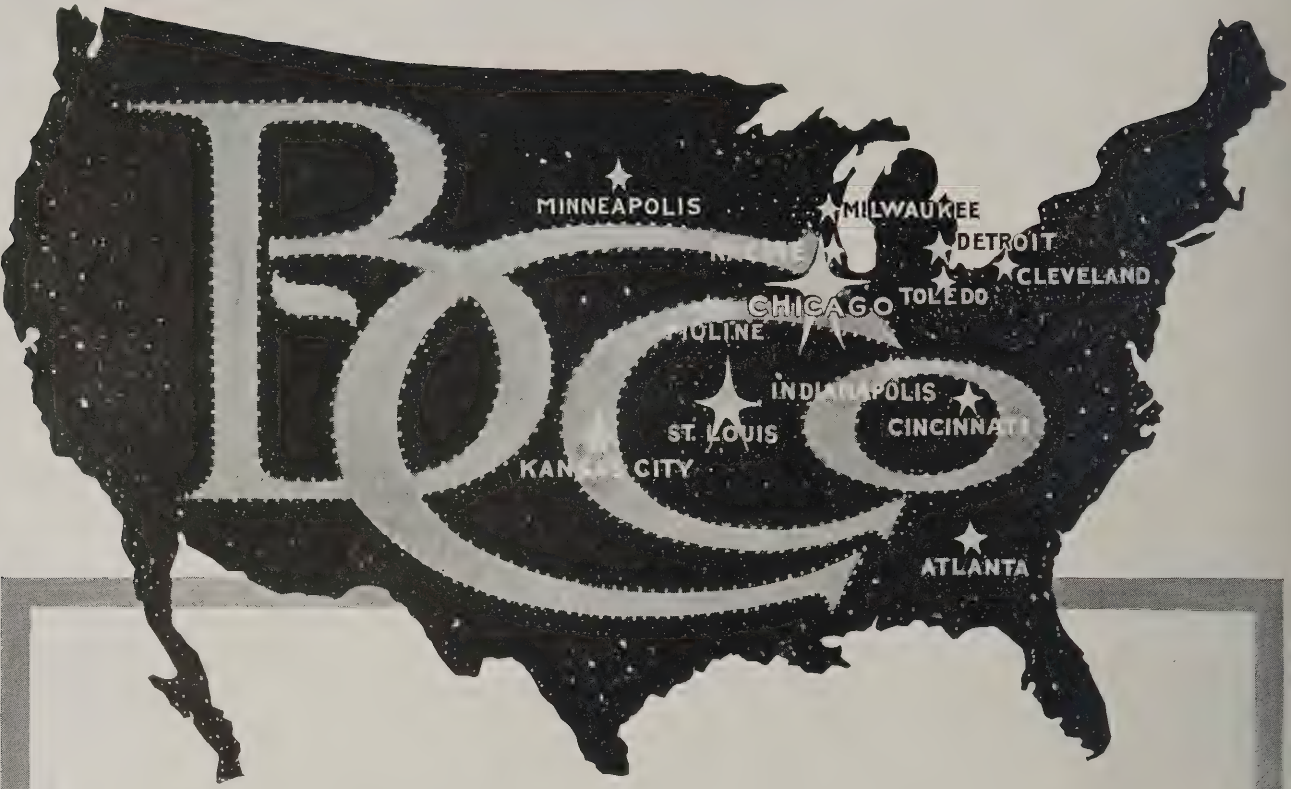
Send for complete descriptive circular.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. Eastern Office and Warehouse, RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.



Selling Engravings to the Nation

Because of the detail and the individual attention involved in the production of illustrations and engravings it was long supposed that no engraving concern could satisfy more than a local demand.

Back in 1902 ***Barnes-Crosby Company*** took the first step in shattering this fallacy by installing a branch office at Detroit. Since that time not a year has passed that has not seen a new B.-C. office established.

Today, with two immense manufacturing plants located in Chicago and St. Louis, eleven permanent branch offices and a force of traveling salesmen, Barnes-Crosby Company stands as the highest type of business organization.

Our experience in meeting the varying needs of so many customers is part of the intrinsic value you secure in dealing with us. The above map will help you to locate our nearest branch office.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists : Engravers : Catalog and Color Plate Makers

226 W. Madison St., Chicago   11th & Locust Sts., St. Louis

Branch Offices and Art Departments in Eleven Principal Cities

THE ONLY INK TO USE WHEN IN A HURRY, EQUALLY GOOD WHEN NOT

SPEEDLIMIT BLACK INK

Speedlimit Black Ink
Means all the name implies.

It makes friends. The printer likes it and continues to use it after a trial. It has peculiar working qualities and real merit. Sets almost instantly, has good color and finish. Permits of printing, turning, printing and binding all the same day.

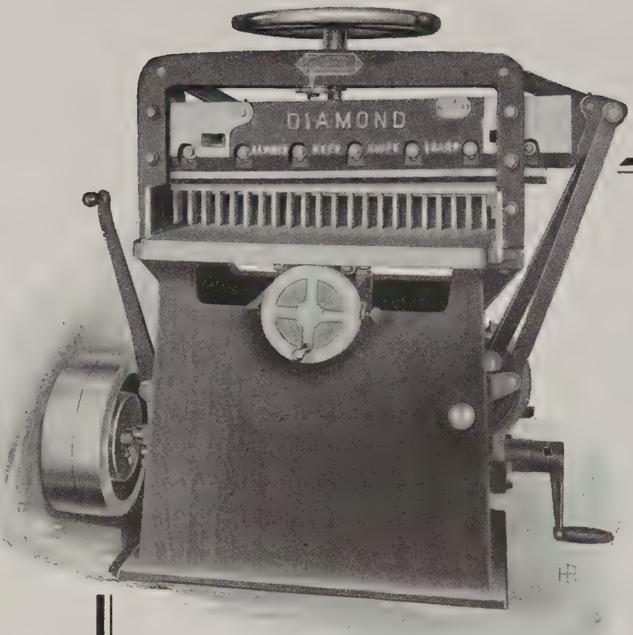
A good ink for most any job of high class work, and is essential when important to do good work—P. D. Q.

Manufactured by
The Queen City Printing Ink Co.

SPEEDLIMIT BLACK INK

SPEEDLIMIT BLACK INK

SPEEDLIMIT BLACK INK



Diamond Power Cutter

Diamond Cutters

Lever—Power—Combination Lever and Power

As a lever cutter, the DIAMOND has no superior. A full cut may be executed with the greatest ease, due to the powerful compound leverage and convenient position of the hand lever. Power fixtures may be attached at any time.

As a power cutter, the DIAMOND is the best at the price and the best at any price. It will render the most satisfactory service with very little care and attention and practically no upkeep cost. Lever fixtures may be attached at slight additional expense.

As a combination lever and power cutter, the DIAMOND represents by all odds the greatest value ever presented in the paper cutter line. A simple adjustment changes it from power to hand or vice versa.

Sold and Guaranteed by Type Founders and Dealers in All Principal Cities.

The Challenge Machinery Co.

Salesroom and Warehouse
124 So. Fifth Ave., Chicago

Grand Haven, Mich.

Steel Copy Cutter's Desk K-729

Keystone Efficiency Service and Steel Equipment

OPENS THE WAY TO INCREASED PROFITS

Let us demonstrate to you what this service means and show you some of the short cuts to economical manufacture

KEYSTONE TYPE FOUNDRY

Philadelphia New York Chicago Detroit Atlanta San Francisco

Steel Proof-Reader's Desk K-638

Schick's ALL STEEL and Davenport Paper Balers

REDUCE YOUR FIRE RISK

and at the same time convert your waste paper, rags, straw, excelsior, etc., into dollars.

Complete line of Steel and Wooden Balers $24.00 and up in price.

Your choice of steel or wood, both built for maximum power.

Convenient to fill, require least floor space.

Are absolute fire protection, reducing your insurance.

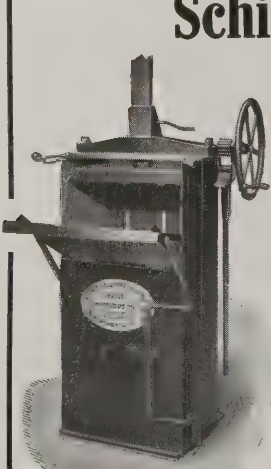
Most rapid—only three turns of handle to make compression.

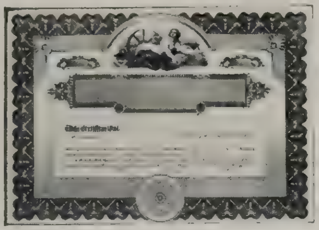
Either press will pay for it self in a short time.

Cheaper, considering quality and efficiency

Write for prices, discounts, etc., shown in Catalogue T.

Davenport Manufacturing Co., DAVENPORT, IOWA





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for stock certificates and bonds are preferred by dealers and investors because they are made like banknotes They look like money. They feel like money. Crisp currency—that's the idea!

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are the only line of steel engraved blanks made in this manner. Do not confound them with other or lithographed blanks. Stationers and printers should be interested in this proposition. Samples and prices on application

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American Model 30

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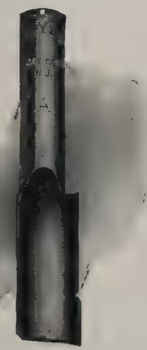

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Write for Booklet.

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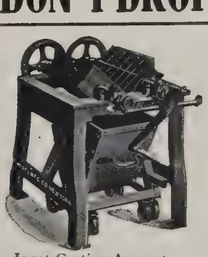

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—that is "any old" metal—into the pots of Linotype or Monotype machines. It PAYS to handle the metal properly—to cast and keep it ready in the shape of uniform Ingots. We make casters for this purpose, plain and water cooled, in several sizes.

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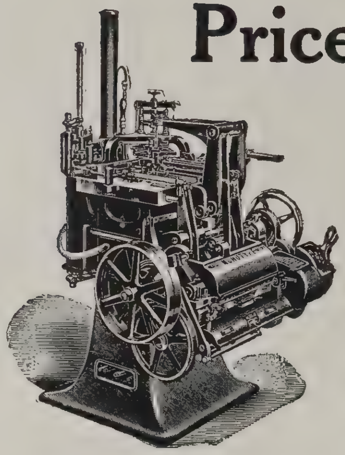

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Price includes molds for casting type, high and low quads and spaces in 6, 8, 10, 12, 14, 18, 20, 24, 30 and 36 point

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Until type founders make type of steel, depreciation on foundry type is a needless waste of real money.

Some interesting facts on the Type Caster question and a copy of our new Specimen Book of Faces is yours for the asking.

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"A Type Caster without matrices is as useless as type cases without type"

12

This adv. set in Monotype faces and borders

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-One Chicago, June, 1913 Number Six.

Why You Must Scheme, Plan and Think

Address Delivered by Herbert L. Baker, General Sales Manager C. B. Cottrell & Sons Co., Delivered During the Annual Journalism Week at University of Missouri, Columbia, Mo.

IT is important, of course, that good printing should be done by every ambitious printer. It is important that he know the art principles upon which good printing depends.

Balance, display, appropriate type faces, proper combinations of type and ornament — these are important. Tasteful combinations of colors, of inks and papers, good presswork and good workmanship in every detail — these are important.

But the printer who devotes his attention to these matters while he neglects other things will never attain financial or any other kind of independence. These things are only incidental to the business of printing and publishing.

What has become of all the men who used to call themselves "art printers" on their stationery? You never see that title now.

A man who is making something for sale may wisely devote himself to the art side of his product, because he will thus attract more buyers. But printing and advertising are done only to order, and the important thing is to get orders at a profitable price.

No matter how great the printer's skill or how complete his facilities, he must secure orders or fail. Most printing is done for plain business men for plain business purposes, and they instinctively fight shy of one who claims "art printing" as his sole product.

A few years ago we used to see business cards of men advertising themselves as "practical printers," as if the important thing were the fact that they could do printing with their own hands.

It is still as important as it ever was, but men have waked up to the fact that business success depends upon something else than being workmen themselves. Therefore the "practical printers" have disappeared.

Practical Versus Piratical

The only way for "practical printers" to succeed was explained to me by a friend of former years. He said his first job was a card for himself. It read, "Milton H. Smith, Practical Printer, 10 Mill Street, Rochester, N. Y." He took out the line "practical printer" to be run in red ink. He put the rest of the form on the press, told the boy how he wanted it done, then went out to get his first order. That evening he got back to the office and picked up a card to see if the boy had done it right. He found the black lines were correct, but the boy had evidently "pied" the red line, so the card read, "Milton H. Smith, Piratical Printer, 10 Mill Street, Rochester, N. Y." He said that, not having the money to buy more cards just then, he had to use these. Of course, he had to live up to what he advertised himself to be, and hence his success.

Mr. Smith may have put over a fairy story on me, but it exactly illustrated the reason why the "practical printer" so often fails in business. He is practical as a printer, but not practical as a business man, and financial success requires some knowledge of business.

The boy who grows up in a store or a business house quickly acquires some knowledge of the relation between cost and selling price — some idea of how to make sales and handle customers.

The boy who grows up in a printing office knows only that his wages are so much per hour, the paper costs so much, and the rest he thinks is profit. As for salesmanship, he knows absolutely nothing about it.

That is what is the matter with the printing business in this country. That is why a cost system is absolutely necessary to success in printing.

Two Systems

Every printer has a system by which he figures out his charges, so the question is not whether he will have a system or not. The real question is, Will he have a guess system or a cost system?

Do you know who was the first printer who busted himself doing work below cost? Well, it was Father Gutenberg himself, the inventor of printing. He borrowed funds from the rich merchant Faust in order to finance his business, and finally Faust closed him out and turned the whole thing over to Peter Schoeffer.

So, you see, this method of conducting a printing business on the guess system below cost of production has the approval of hoary antiquity.

The business began on a wrong basis and has so continued for so long that it is hard to change the custom, but I call your attention to the fact that failure overtook the very first one who did business on that basis.

If the first printer, with no competition on earth, could not succeed by the guess system, how in heaven's name can any one else expect to do it?

O, I have been all through it. I was a practical printer with a guess system and failed miserably after three or four years of heart-breaking struggle. Many a Saturday night I went home with less money than I paid to any of my workmen. I cannot understand now why I was such a fool for so long; but, you see, I had the practical workman's attitude and his business ignorance.

I had a customer for whom I did labels for $2 a single thousand. He had a fire and required 90,000 thousand labels in one order. I printed them in big sheets and figured by my guess system that I could do the lot for $85. After the bill was made out it occurred to me that I had joined the Typothetae and owed $15 in dues. So I made out a new bill for $100. Well, that even sum looked rather fishy, so I made out a third bill for $115. That extra money was coming pretty easy, so it occurred to me that $1.50 per thousand was a substantial reduction from his regular price, and I made out a final bill for $135, with the feeling that I was a highway robber. I presented the bill with fear and trembling, ready to "correct" if the customer kicked, but he paid it promptly with a note of thanks for the concession in price.

I cannot understand now why that did not teach me anything. As a matter of fact, the actual costs were so far beyond what I thought they were that the right prices would have seemed to me "piratical," which is what Mr. Smith meant.

No Excuse for Ignorance

Modern cost systems were unheard of then, and each ignorant printer struggled along with no chart to guide him. Today complete information can be had by any printer for the asking, and there is no excuse for ignorance on the subject.

I must have unwittingly robbed some of my customers or I should have failed quicker. That is the trouble with the guess system — it is likely to rob one party or the other on every transaction.

But many a one has said to me: "I can't get more than at present. I am getting all they will pay for printing or advertising. What's the use of finding out what my costs are?"

Well, no man ever got $1.20 per hour for his work who believed down in his heart that 60 cents was profitable. No man ever got 20 cents an inch for space who really felt that 12 cents paid him a profit.

But the man whose cost system tells him what his work or his space costs will manage somehow to get the right price for it, sooner or later. If his present customers won't pay it he will find others who will. He will be content to do less business if necessary, but such as he does will show a profit in real money.

Now, I wish to discuss the real basis of success in any business — the sine qua non of the profit we are all in business for.

Salesmanship, service, such usefulness to the community that they will pay well for it.

There was a farmer in a western valley who cursed the bits of dirty rock which occasionally jolted the point of his plow in a certain upland field, utterly unmindful of the fact that this rock was quartz which showed a rich vein of silver ore worth a million times the meager crops he raised above it.

Just Like That Farmer

Out of every 1,000 printers 999 are in exactly the position of that farmer. The world would gladly heap rich rewards upon them if they would only get below the surface and bring up the valuable material their fields contain.

The little German grocer on the corner painfully writes a few ungrammatical sentences on some wrapping paper and gets one thousand handbills printed for $1.50.

That does not pay the printer. Why should it? Neither does it pay the grocer.

But suppose the printer made a study of the grocer's business, laid out a campaign of attractive advertising, showed him the best way to get more business — in short, made himself his business promoter.

Would the grocer care what price the printer charged so long as it showed a profit in increased business? Don't you see that if your printing service is profitable he will have the money to pay for it?

This same idea applies just as well to a big merchant or manufacturer as to the little grocer. Many a man who can run a fine store or manufacture fine goods has no conception of how to write words that sell product or how to get his goods before the public.

The printer should study to make himself an advertising assistant to the business men in his territory. There is his silver mine.

Creating Business

Not long ago I met a very successful New York printer on Broadway with a bulky package under his arm. Said he: "The ——— Motor Company is going to get out a new catalogue. They don't know it yet. I'm just on my way to tell them so. At odd times I have taken photos of their trucks, either with big loads or with well-known names painted on them or beside famous buildings or in some unique service. I have fixed up a handsome dummy with thirty-two of these pictures, have added their own descriptions, put on a rich cover, indicated a beautiful design for the outside and made a price on 10,000 and additional thousands."

Next morning I phoned him to ask if he got the order. "Of course," was his reply. "The only thing I didn't know yesterday was the size of the edition. It's 25,000 to start with, and we're already on the job."

If there are one hundred business houses in your territory probably ninety-eight of them are constantly trying to discover means to increase their trade. That is the one most interesting and vital subject in the world to them.

The printer is the one man in the community who ought to know the most about advertising. That is his particular business, just as chemicals are the particular business of the druggist.

Parcel Post

The coming of rural free delivery and parcel post opens up a great new field for the printer. Most merchants outside the big cities are worrying a good deal over these new facilities.

Why doesn't the printer make a thorough study of this situation and show the merchants of his town what kind of printed publicity will meet this menace and turn it to their advantage?

Here is a new opportunity for a notable public service and incidentally for a lot of printing and advertising.

A local printer who also publishes a newspaper has golden opportunities to add to his silver ones.

It is a low estimate to say that the families who take a local weekly average to buy $500 worth per year. One thousand such subscribers would mean a purchasing power of at least $500,000 per year.

If I could show a wholesaler or manufacturer that I could get him sales of half a million per year I could demand and get $25,000 salary.

A local newspaper is in position to have some influence on at least half a million in purchases per year for every thousand subscribers.

What are you doing to utilize that influence for the benefit of your patrons and yourself?

Are you showing your local merchants how to attract more of that trade by publicity?

Are you showing distant manufacturers what sort of goods your community will buy, what the standing of your paper is in its field, and offering them intelligent co-operation toward making your space profitable?

I know of an instance where an editor's neighbor had a very satisfactory piano, bought at the nearest big city at a moderate price. The editor got a local merchant to take the agency for the piano and arranged with the maker to give him $50 in advertising on every piano sold in addition to the space sold to the local dealer. Seven pianos the first year were not many, but well repaid the little trouble the editor took to work out the plan, to say nothing of the profit his service gave to the merchant and the piano firm and the certain increase in succeeding years.

Five Dollars Per Subscriber

The newspaper cannot expect to turn all the half million in sales to its advertisers, but it certainly would not be difficult to so manage as to control 20 per cent of it. This 20 per cent would mean sales of $100,000, and his fair return would easily be $5,000 per year, or $5 per subscriber.

You see, business methods have changed.

No longer is the buyer's selection confined to the moth-eaten, dust-covered stock of the sleepy, old-fashioned merchant. The new modern facilities make it easy to buy wherever a two-cent stamp will carry his order.

The buyer will desire to purchase what he reads about in his favorite paper, if properly presented. He will prefer to buy from the home merchant he has confidence in, if the merchant carries the advertised goods and advertises the fact that he carries them.

The combination is perfect for the local publisher.

It may take a little time and effort to wake up the somnolents who are still doing business in the old, easy way. But the sure reward is well worth the effort, and a profit from advertising of $5 per subscriber not difficult to attain.

Means by Which—

But, some one may say, maybe I ought to be the advertising expert of my community. But suppose I don't know much on that subject. Then what can I do?

Well, any man can learn whatever he wishes to learn, and it is his own fault if he does not prepare himself.

There is a great wealth of helpful material at the easy command of every printer.

If there are 30,000 printers in the United States there ought to be 30,000 regular subscribers to every one of the splendid galaxy of American printing trade magazines.

No printer can afford to miss a single issue of any one of the great trade journals nor miss a thorough study of each copy of them.

Not only are they replete with general trade information, but they reproduce forms, newspaper advertisements, each of which may contain an idea the printer could work up into something salable to one of his own customers.

Then there are the splendid specimen sheets and clever advertising matter sent out by the various typefounders. The printer should make a careful study of these to see where he can find ideas he can turn into sales.

He should carefully scan every newspaper that comes into his hands and use the shears freely. Have a big envelope for each line of business — hardware, millinery, dry goods, etc. Clip advertisements from every possible source. He will find them a mine of wealth to furnish ideas and suggestions which he can sell to his advertisers.

Look for Ideas

Don't be afraid to clip even the trade journals, handsome as they are. Carefully cut out leaves that contain useful ideas and stick them in a scrap book for quick reference.

For instance, the National Printer-Journalist had an article about a new line of parcel post advertising developed by some Detroit paper. Did you see it? If not, why not? If you did, what are you doing to apply that idea in your own field? Keep the eyes of your mind open while reading the printing trade magazines, and you will find ideas in every issue which you can transmute into golden nuggets.

(Photo from life) SPARROW HAWK
Collection H. W. Fay, DeKalb, Ill.

Pick up samples of printing wherever possible, exchange samples with other printers, especially circulars, booklets, catalogues, and all forms of advertising matter. Keep all this material classified by businesses.

Whenever a dull day comes just run over them with the customers in mind. Ah, here's an idea for a soda water circular! Won't Jones, the druggist, give an order for a couple of thousand if it is fixed up and presented attractively? Here's a clever idea for a garden tool advertisement. Won't Smith, the hardware man, print it in half a column if the copy is placed before him?

The ramifications of the plan are endless when once one begins to think along these lines.

Above all, the printer should take his own medicine in season and out. Advertise continually and in all sorts of ways. Keep right after every possible customer, with every possible form of appeal. Never let them forget that he is an advertising expert. Where or how he gets his ideas is nobody's affair, just so he gets them.

Scheme, Plan and Think

The great trouble is that most printers and publishers are mentally inert, even lazy.

Too many of them are like the man who worked one day a week and loafed six, then wondered what made him so tired.

They don't think, scheme, plan, work.

They let matters drift along as easily as possible.

Why, dozens of them have told me with pathetic and ridiculous pride that they never asked anybody for business, but it came unsolicited. That is never quite true, because a printer's whole business is advertising, and even the sign on his front is business solicitation.

But imagine a farmer sitting down on his stool and waiting for the cows to back up in position to be milked. It might happen, because some cows have more intelligence than that kind of a farmer, and might connect the waiting farmer with relief for their surcharged milk reservoirs.

No man in these days of strong competition builds up any business to success without scheming, planning, thinking — trying in every possible way to increase his trade and profits.

So very few do it in the printing and publishing business that opportunities are open everywhere for remarkable successes.

I hear so many wish they were located in big cities, where they would have a chance. Location is an unimportant factor in these days of modern transportation facilities. I could name many small towns which are the homes of printing concerns of such importance as to be among the big industries of their several communities.

Must a brick house fall on you before you wake up, O ye sleepy and sluggish ones?

Service Brings Success

Just one more suggestion on the subject of salesmanship.

In selling printing the important point is what it will do for its buyer. Make your printing of such a character that it will be effective in making money for its user. Study the customer's advantage and impress that point strongly on his attention. That will make price an entirely secondary consideration. When you have spent time and thought to work out a good idea for your customer, don't forget to charge that somewhere in your price. You will have richly earned it, and he will pay it.

After all, the years go by pretty fast. We cannot forever be looking forward to "the good time coming." Good times don't come unless we make them come.

The printer or publisher who really works with his mind six days every week, studying how to be most useful and helpful to his clientage, need not worry about the financial results of his labors — unless he charges by the guess system and ignorantly gives away his profits.

Service is the great central purpose of business.

Service is the only legitimate excuse for the existence of your business or mine.

The greater the service you render your community the greater will be your reward and the deeper your personal satisfaction.

If you can help other business men to increase their business and profits by the printing and the space you sell them, you are truly doing a praiseworthy service, and, after all, the only real, enduring thing in life is helpful service to others.

The Hundredth Man

You will remember I said ninety-eight out of every hundred business men are studying how to increase their trade and profits. That left two who are neglecting opportunities and not trying to get more profits from their business.

The ninety-ninth man runs a general country store in the Connecticut village where I spend my summers. One morning the delivery wagon did not bring my favorite breakfast food, and I asked the boy why not. He replied that the boss was not going to keep it any more because so many people bought it that it kept him orderin' and orderin' and orderin' — and he was tired of orderin' it.

As for the hundredth man, consider whether he may not be you yourself.

* * *

NEW HANDBOOK OF NEWSPAPER WRITING AND EDITING

Dr. W. C. Bleyer, Head of Course in Journalism at University of Wisconsin, Writes Practical Guide

"Newspaper Writing and Editing," a practical handbook of all the details of newspaper work by Dr. Willard G. Bleyer, chairman of the Course in Journalism at the University of Wisconsin, is announced for publication in June by Houghton Mifflin Co. The book is based on Prof. Bleyer's experience in newspaper work and on his seven years' teaching of journalism at Wisconsin.

"No one but a practical newspaper man could write such a book," writes a prominent newspaper editor, who read the manuscript, and whose opinion is quoted in the publisher's announcement. "It is an account of how to be a thorough-going newspaper man, reporter, desk man, correspondent, make-up man, or headline writer." according to this editor.

"The book which is intended for those who do not go to college as well as for those in college courses in journalism, discusses fully the subjects how a newspaper is made, news and news values, news gathering, structure and style in news stories, reporting speeches and trials, news stories of unexpected occurrences, interviewing, feature stories, special articles, follow-up and re-write stories, editing copy, writing headlines, reading proof, making up the paper, and the function of the newspaper.

A large number of examples printed in the usual newspaper type of standard column width with column rules on both sides, illustrate the current practices in all kinds of stories and head lines. "This book is unique," according to the publisher's announcement, "in that it meets fully the requirements of courses in journalism in our colleges and universities, and at the same time it appeals to practical newspaper men as a most interesting and suggestive treatment of the subject."

* * *

With two "Buick" touring cars as the capital awards, and pianos, diamond rings, watches and scholarships as the minor awards, the Albuquerque Morning Journal of Albuquerque, N. M., is conducting a state-wide circulation campaign under the auspices of the Northeastern Circulation Company, of Davenport, Iowa. The campaign to date has proven highly successful and promises to place The Journal among the leading circulation getters of the Southwest.

The Northwest Cost Congress at Minneapolis, Minnesota

AS to the Cost Congress at Minneapolis, May 1, 2 and 3, it may well be said that it proved a great success, both in instruction and social enjoyment. The attendance was splendidly representative of the progressive printers of the Northwest, though not as large as had been anticipated.

President E. K. Whiting, who is known and honored as a public spirited, progressive man, untiring in his work for the advancement of the craft, called the convention to order at 11 A. M., May 1, and introduced Rev. Frank Newell White, of Minneapolis, who offered an appropriate invocation for the seekers of knowledge in a calling that renders service to worthy men in all the vocations of life.

Hon. Wallace G. Nye, Mayor of Minneapolis, an able attorney and legislator, and a brother of the late celebrated humorist, "Bill Nye," extended the welcome of the city of great industrial establishments, of wonderful enterprise, growth, wealth and progress, to the assembled, ideal representatives of the cities of Minnesota, the Dakotas and Northern Iowa.

On motion, by unanimous vote, the temporary officers were made permanent, as follows: President, E. K. Whiting, Owatonna, Minn.; Vice-President, F. H. McCulloch, Austin, Minn.; Secretary, F. J. Scott, Minneapolis, Minn.; Treasurer, Clare Blakeley, Rochester, Minn.

Robert E. Withy, President of Typothetae, St. Paul, Minn., told "Why Are We Called Together." The "Whys" were pleasing and numerous and all sufficient, and need not be repeated to master printers who have struggled under the old conditions of lack of mutual understanding, of co-operation or any standard system of cost finding.

A short address was made on association affairs and work by Mr. H. W. Flagg, Secretary of the U. T. A., Chicago, who was followed by Mr. R. T. Porte, Secretary of the Ben Franklin Club of America.

In the afternoon, "The Natural Laws of Cost Finding and Invested Capital" were discussed by Mr. E. E. Sheasgreen, Secretary of the Ben Franklin Club of America, illustrating his talk with lantern slides. He was entertaining and instructive and he gave valuable views of the underlying, scientific principles of business.

Mr. R. T. Porte gave explanations, illustrated with lantern slides, of "A Simplified Cost System," adapted to small offices, and also an exhibition of the floor plan of a small printing plant arranged with a view to convenience, economy and efficiency. Mr. Porte proved an entertaining and effective teacher of system and cost finding and kept up a lively interest by making his hearers take part in the reaching of results.

In the evening the members and visitors attended the theater and listened to an excellent rendition of the objective printers' play, entitled the "Revised Proof," written and first staged by William Griffin of the Charles Eneu Johnson Ink Company of Philadelpiha. The play has been presented on several occasions in different cities to the great profit and satisfaction of members of cost congresses and printers' conventions. The play enforces with pointedness and power the moral of cost finding and efficiency. The play was put on by members of the Minneapolis Typothetae and local supply men and showed good acting, thoroughness in the parts and a good deal of theatrical and dramatic ability, C. N. Dickey, of Minneapolis printerdom, winning especial favor in the character of "Printer's Devil." It was suggested that, having found his power as an actor in a humorous part, he might be tempted to leave the print shop for the stage.

We are pleased to be able to present the whole troupe in costume in this article.

On Friday morning, Mr. Porte, as teacher, continued his instructive talk on Cost.

J. C. Morrison, of Morris, Minn., delivered a most valuable and illuminating address on "The Cost of Produc-

Banqueters at Northwest Cost Congress, Minneapolis, Minnesota ing a Country Newspaper and Why." It was an eye-opener to many who had never seen the cost of production of a newspaper analyzed, some of whom had been selling advertising space at six cents an inch and less, when they were shown that the cost was eleven cents and more per inch.

One of the incidents of this session was the marching into the hall of the members of the Minneapolis Branch of the Order of Pica, with visiting members, all clothed in the uniform of the order — complete monk's black robes and hoods, with faces masked. The Picas were received, marched to the President's desk and presented a handsome scroll, containing a message of greeting, goodwill and mutual help in the cause of the cost congress and efforts for advancement, co-operation and improvement among printers.

Friday afternoon, W. F. Cole, of Minneapolis, told "Why Specialty Printers Have an Advantage over Other Printers in Price Making," and all wished that they were manufacturing printers or, at least, that they were not apparently compelled to give bids, prices or guesses or estimates, as to the same, in advance of securing the work, and often on very meager specifications.

"Service" was ably handled by Arthur E. Southworth, Treasurer of the Chicago U. T. A. His address is printed in full elsewhere in this issue and will repay careful reading.

Cast of "Revised Proof" Minneapolis Printers

Mr. E. M. Spencer, of Minneapolis, gave a very interesting "Analysis of Seven Similar Jobs of Printing." These consisted of leaflets used in announcing and promoting the Cost Congress. The variation in estimates and prices was marked in several instances and showed how difficult it is for different offices to reach the same prices in estimating or even when the work is completed.

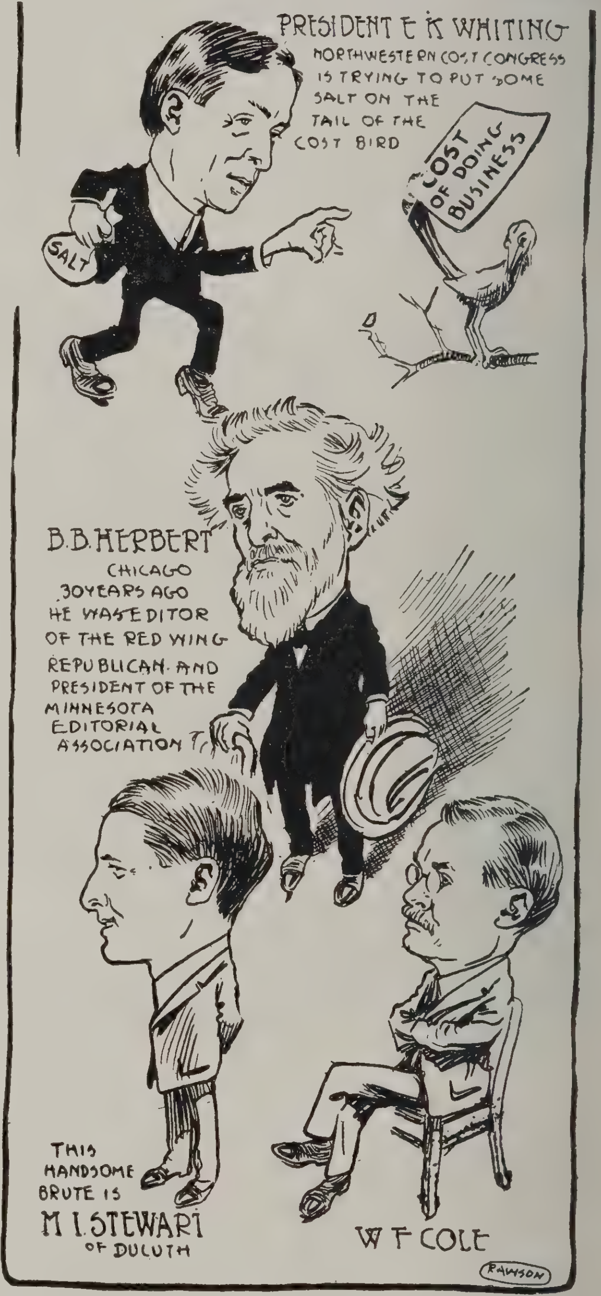
The cost system and a standard hour cost help very materially and prevent loss, but differing equipment and efficiency will always result in differences in estimates as well as, also, a variance in cost.

Mr. W. S. Tuttle, of Rutland, Vt., made some good points in "Just a Talk on Cost Finding," while J .C. Adderly, Secretary-Treasurer of the Ben Franklin Mutual Casualty Insurance Company, gave an informing talk on "Cost of Liability Insurance to the Printers, Having Special Reference to Workmen's Compensation Laws." He showed a complete mastery of the subject in hand and his reference to the risks in different callings, as revealed by careful records kept in Germany, which showed that the risks in the printing trade were lower than those in almost any other industry, proved interesting and especially gratifying.

His arguments in favor of a separate, mutual insurance company for printing offices, to protect, and to provide for workmen's compensation, were convincing and certainly seemed unanswerable. It would be impossible here to give an adequate review or outline of his able address, but all who wish information — and this ought to include all owners of printing offices or employers of printers — can doubtless secure the same by writing to the secretary, as above.

THE MINNEAPOLIS MORNING TRIBUNE: SA

Sketches of Delegates as Seen by Rawson at the Northwestern Printers' Cost Congress


PRESIDENT E K WHITING
NORTHWESTERN COST CONGRESS IS TRYING TO PUT SOME SALT ON THE TAIL OF THE COST BIRD
SALT
COST OF DOING BUSINESS
B.B. HERBERT
CHICAGO
30 YEARS AGO HE WAS EDITOR OF THE RED WING REPUBLICAN. AND PRESIDENT OF THE MINNESOTA EDITORIAL ASSOCIATION
THIS HANDSOME BRUTE IS
M I STEWART
OF DULUTH
W F COLE
RAWSON

An "Exhibit of Job Printing from Various Sources," by E. J. Scott, Minneapolis, with remarks and comparisons as to work and prices, proved especially entertaining and enlightening. There is scarcely anything more profitable for printers' cost congresses and conventions than that of exhibits of samples of work with statements as to manner and conditions of production and of the costs of the different jobs, with explanations as to why, etc.

Friday evening was given up to a very enjoyable and satisfying banquet. Jens K. Grondahl, Vice President of the Ben Franklin Club of America, and editor and publisher of the Red Wing, Minnesota, Daily Republican, acted as toastmaster and performed his duty to the satisfaction and great pleasure of all. He was right up in all that is meant and intended by a cost congress and showed broad knowledge along all the lines of discussion and of mutual efforts for betterment. He proved witty, congenial and happy as well as instructive in his remarks and introductions.

B. B. Herbert, of the National Printer-Journalist, Chicago, responded to the first toast and was introduced as the founder of the institution which the toastmaster was now conducting at Red Wing. Mr. Herbert's toast was "Memories and Contrasts." He spoke briefly of his first trip to Minneapolis or rather to St. Anthony — since incorporated into the younger city, in 1861 — when he traveled by steamboat to St. Paul, then walked to Fort Snelling, crossing the river on a flatboat or ferry run by a single ferryman by means of a rope stretched across the stream and the aid of the current. After a visit at the fort with members of the First Minnesota Regiment, he walked to Minnehaha Falls, feasting his eyes on all its entrancing, undisturbed and magic loveliness and then to St. Anthony to visit a student comrade. There were no street cars, no railroads, no automobiles, nor even a bus line then, and only scattered farm houses or cottages were to be seen where Minneapolis now stands. His hearers, who had viewed this splendid city during the past few days, with its great mills and other industries, its palatial homes and magnificent business blocks, public buildings and hotels, could imagine the contrast.

He then compared the conditions of the printing business, when in all the smaller cities power presses were unknown and the old Washington hand press still held sway and human muscles furnished the only power. Prices were fixed by tradition without any dream as to the conditions now existing, of equipment, standard hour cost production, system and efficiency. He named a number of the early printers, grand men and leaders in their day, who, with the exception of David Ramaley, the good old man of St. Paul, and two or three others, have passed away.

The members of the Pica then put in an appearance and gave to President Whiting one of their peculiar "sky-rocket salutes." The whole membership of the congress joined in cheers that compelled and brought out a happy and feeling response from the popular president.

Arthur E. Southworth, of Chicago, responded to the toast, "Now, Then and When," giving hopeful and inspiring views and eloquently complimenting Minneapolis and her printers and those of the great Northwest in attendance. He related a visit, not like that of Mr. Herbert, on foot, but by automobile as the guest of a Minneapolis printer, to Minnehaha Falls, still possessing its enchanting loveliness during the afternoon, when he played hookey from the Cost Congress to view the modern city of wonderful attainments.

Mr. H. W. Flagg, of Chicago, presented a most able address in response to the toast, "Organization," wherein he reviewed the great work that had been accomplished and made honorable mention of the self-sacrificing, earnest workers who had made possible the wonderful accomplishments.

On Saturday morning "Gene" Turner, of Chicago, Ill., and Scratcher of National Order of Pica, talked of "The Order of Pica and Other Things," mostly "other things," helpful to the owners and conductors of printing offices, but enough of the "Pica" to show that it was an order of good-will and helpfulness, bent on lending a hand to all measures intended for the benefit and advancement of the printing art and all the branches thereof.

"The Cost System vs. Estimating and Co-Operation" was ably handled by E. E. Sheasgreen, with aid of stereopticon slides, making all clear and enlightening.

Mr. O. H. Pollard, of Winnipeg, extended greetings and brought "A Message from Canada" both encouraging and electrifying.

There was again a "Talk on Printing Exhibit," by F. J. Scott, and more "Cost Instruction" by R. T. Porte.

A luncheon was enjoyed at 12:30 P. M. at the Commercial Club, all breaking bread together and joining in conversation, felicitations and congratulations, after which many started for their homes after hearty hand shakes and wishes of good will and kindly good byes, but many others remained to accept the hospitalities of the Paper and Supply Houses of Minneapolis and St. Paul to attend a base ball game and to enjoy a play at the Metropolitan Theater.

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ITEMS OF INTEREST

"The News in the County Paper," the fourth of a series of bulletins on newspaper work published by the School of Journalism, University of Missouri, has just been issued for free distribution among newspaper workers. Charles G. Ross, associate professor of journalism, is the author.

The bulletin discusses the gathering and writing of news, country correspondence, the make-up, the editorial page, headlines and other phases of editorial work. Outlines are given of many feature stories that may be developed by the small paper. The Desk Book of the School of Journalism is reprinted as an appendix. The bulletin contains forty-four pages and is illustrated with cuts showing the first-page make-up of several Missouri papers.

The next bulletin of the school will be "Journalism Week in Print, 1913," issued after Journalism Week, May 12 to 16, similar to that issued last year after the annual meeting of newspaper workers in Columbia. Succeeding issues will deal with newspaper correspondence and business office systems.

* * *

On February 24 of this year the Executive Committee of the National Educational Association met in Philadelphia to designate a meeting place for the fifty-first annual convention in 1913. The committee was unanimous in its vote for Salt Lake City, and announced the dates July 5 to 12. In the interest of the delegates who will attend this convention, the passenger department of the Denver & Rio Grande railroad has just issued a handsomely illustrated folder descriptive of the many attractions in and around Salt Lake City, as well as the noted scenic points en route through the Rocky Mountains. The folder contains a splendid street map of the city and is enclosed in a beautiful cover picturing bathers at the pavilion in great Salt Lake.

* * *

A set of nine striking Rocky Mountain pictures, reproductions of scenes visible from the car windows, form a series of beautifully colored panoramic views put up in folder form, which are now being distributed by the passenger department, Denver & Rio Grande Railroad. Every editor who receives and inspects one of these folders and enjoys the looking upon the views presented therein, will want to attend the meeting of the National Press Association and enjoy all the supremely enchanting scenery portrayed in this folder.

A Ball of String and a Bunch of Keys

By Edward U. Roper

ONE of the evidences of inefficiency in a composing room, and one that has been seen and avoided by men in other lines of manufacture, is that of trying to use the same string over and over again to tie up pages or jobs while in process.

A ball of page cord, five to the pound, contains 525 feet, and costs twenty cents per pound, or four cents per ball.

By actual time observations in a great many cases of my own work, and whenever opportunity offered, observing the work of others, I have found that the tying up of the job or page the first time, looking through the box for the right size, or many times tying two or more pieces together, takes two minutes.

When the page comes back for correction, the taking off of the cord and wrapping it around your fingers to put away for future use takes one-half minute, and tying the page with the same cord to await revise, one-half minute more. This makes no allowance for the time taken by one compositor to tell another what he thinks of the proprietor who will not buy a ball of cord. This will repeat itself for each proof and revise, of which there are usually four before it is ready to be locked up for the press.

When the job or page goes to the stone man, there being no definite arrangement as to where the tuck may be, and the length of the string unknown, it may be tucked at any one of the four corners; and, to facilitate the waste of time, the string may go just around the corner and be tucked through. This has averaged three minutes on a sixteen-page form. When the form comes back to be unlocked, and the type put on the dead-board, it has averaged two minutes, and resulted in many a pied form from inefficient tying, or a long end being left to get caught under some other page.

Now, this piece of string that has been saved is on an average nine and one-half feet long, what would be necessary to go around a letterhead five times; and as it is safe to figure that you will tie and untie every job five times, you have saved forty-seven and one-half feet of string that cost you .36 cent. Of course the question now is including the cost of the string; how much would it cost the other way, and what is the other way.

The other way is to cut it, and lift it all off at once, when you are untying, and when tying up, to have a ball swinging from a holder over every stone and frame, so that no one will waste a minute looking for cord.

The amount of time taken in this way tying up never exceeded fifteen seconds on a page, and was so small that I did not consider my figures accurate enough for reference.

I transferred my field of observation to the stone, where pages were being tied and untied in sixteen and thirty-two page forms, and I have more than once seen the string taken from a sixteen-page form in two minutes, and this on a 7 x 10-inch page; and a thirty-two stripped in three minutes.

But, taking the proposition at my first observation of fifteen seconds to the operation, and tie and untie five times from the compositor to the press, and you have a total of two and a half minutes, and .36 of a cent for string.

Bringing the two together, we have present way in most shops, New York prices:

11 minutes, 4-5c per minute	$0.088	
String under economical handling	.00072	
		$0.08872
New way, 5 times tying and untying, at 30 seconds each, 4-5c per minute	$0.02	
String thrown away, 47½ feet	.0036	
		.0236
Waste in old way over new		$0.06512

And this has taken no credit for the old string, that can be sold; or, if you wish to be real economical, give it to the cheap errand boy and let him tie the ends together and wind it up into a ball and give it back to the compositor to use over. Though even this will make your string cost fifty cents a pound, for a boy given that kind of work will not be in a hurry to get back to the shop.

You can figure this into the wages of your locality and see if you are not paying a high price for your string.

Then remember the greatest waste of time comes when you are in a hurry.

The proofs have the customer's O. K., and a press is waiting, so that the minutes carry far more than the mere wages.

This is not a one-shop experience; nor is it the experience of non-system shops. It is general.

You can buy a stop watch for $3.00, good enough for any timing you have to do; then do some observing in your own shop, not only on this question, but on others that relate to the lack of material.

The foreman says composition cost is high because we lack sorts, quads, spaces, leads. Well, we do not have to buy sorts, quads, etc., for machine composition; so, on every occasion where possible I want you to buy machine composition.

When the bill comes from the electrotyper with extras for faulty composition, charge it to the composing room.

When the press is held up, work delayed, to say nothing about being spoiled, because the machine type does not stand up under the strain; charge it to the composing room.

This only shows what you can do if you can hide the expense in the pay roll.

Why, I was doing foundry lock-up in a New York office, four pages to the form, and three of us on the stone.

There were two men doing press lock-up at the same time, and we had two quoin keys. One day the five of us wasted three hours and forty minutes waiting.

And it was not my fault, for I asked the foreman and did not get them. One day the proprietor stood by me at the stone, and asked how the work was coming. I said it would facilitate matters a great deal if we had a few more quoin keys. He was very much surprised and said there were plenty in the pressroom. I told him it was not my business to go there for them, and there the matter was dropped. Afterwards I found that they had one large and one small quoin key for each of two presses.

The loss of time in this way is a source of income to any office, if you are going to charge your work by the number of hours it takes to do it. The reducing of the number of hours on a piece of work only reduces the price to your customer, supposing that you have plenty of work to fill up the time saved.

If you have not the work to keep yourself busy during this time, you have only reduced your chargeable hours, and consequently increased your hourly cost.

While a cost system is an absolute necessity, and must be kept by any shop desiring to know its condition, its corollary, an "efficiency record," is more important, and gives you what you want and must have: a record of your men and machines and something to charge by.

Some problem, this efficiency?

Service

Address Before Northwest Printers' Cost Congress May 2, 1913

By Arthur E. Southworth, Treas. U. T. A.

SEVERAL very good definitions, home-made and otherwise, confront us today, such as "giving the buyer what he wants when he wants it," and "a printer's promise, seldom kept," but I have one of my own. It is—

"That something which in most printing offices results in passing the buck."

If the compositors had thoroughly understood the instructions; if the stone-man had locked the form properly; if the pressman had not lost so much time on account of register; if the cutter had not been so busy; if two of the bindery girls had not been sick; or, if the errand boy had not stubbed his toe, the job would have been delivered on time.

Service really consists of **co-operation between the buyer, the seller and the seller's organization.** So let us start with the point where the trouble occurs — the seller and his organization.

The seller accepts a contract to deliver a certain job of printing at a stated time — in most instances he accepts all he can get of them — and then goes out and advertises "Service" in order to get more.

The chances are that he does not know how many hours he has to sell — how many of them he has already sold — but **relies entirely on his ability to "stall" the buyer.**

The fault with this service business, or rather the lack of it, lies not in the workshop, but in the front office.

The chances are that in your zeal to do all the printing that is in the market in your locality you have overlooked your capacity entirely. If you continue to dump rush orders into your plant, without consideration or regard to hours and men, **the men are more apt to shirk than they are to work.**

There is **a limit to the possibilities of every plant.** Service cannot be given without regard to that limit, and you cannot deliver your organization beyond a certain endurance, even by working night and day.

Tax your capacity to the limit, but not beyond. The moment you overstep, you start to destroy co-operation and organization.

It is quite the style nowadays to advertise both quality and service. Despite all the advertising you can do, in the end the quality you put into your product is bound to regulate the quality of the business that comes your way.

A reputation for service is much the same, and it will be of equal value to you when established. In many instances, business will come your way for the reason that the buyer realizes that you can deliver.

This brings us face to face with the necessity of the front office knowing at all times the exact conditions in the plant. In other words, **the office must know, every hour of the day, how many promises it can deliver,** and the wise manager today is thoroughly posted at all times on the capacity of his business. Never promise beyond that capacity, if you expect to gain a reputation for service.

Be sparing of your promises and make every promise the pledge of your whole organization. The master who cannot deliver his shop, cannot establish service.

First, the office must have a knowledge of the number of hours it has to sell — regular hours; then, it should also know the number of emergency hours it can deliver.

Who ever heard of a printer refusing anything, you ask? I have. So has every other man within the hearing of my voice who established service.

Let me give you one experience. Three years ago I was called to the telephone by one of the largest buyers of printing in Chicago. He asked if we could set up a full-page trade-paper ad in our best style, send him a proof, and deliver an unmounted electro in about eight hours' time.

It was possible, but I refused. He was not a customer, but I would have refused had he been, for we were promised up — overtime and all.

I met the gentleman at luncheon shortly after, and he said, "Some day you'll be sorry you turned me down on that order; I got it all right." I explained the reasons we had for denying him — not that it was a physical impossibility, but that we were **"promised up."**

"**'Promised up,'**" he said; "who ever heard of a printer being 'promised up'"?

I told him that if he ever gave an order to us, he would get all that was promised.

Fortunately, shortly after, he had a service proposition and he asked if it were possible to do a certain thing in a certain time. **I told him it was, with over-time, and with the buyer's co-operation.** Again I got a "rise" out of him.

"**Buyer's co-operation**"? he asked. "What do you mean?"

"I mean that your organization will be in readiness to approve or disapprove of all proofs and questions put to it at any hour." To which he agreed.

The job in question was ordered on a Thursday and our office door did not close until Sunday noon, and proof was O. K.'d at the "wee small hours," under protest. But he got the job, and never questioned the price.

Let us get back to the subject, taking it for granted that you do know the number of hours you have to sell — **which is the first principle of service.**

Let us take an order which will require five hours of editing, one hundred hours of composition, including proofing, six hours of imposition, eight hours of make-ready, twenty hours of presswork, forty hours in the bindery, and five hours in cutting and trimming, plus packing and delivery.

Yes, we can edit it today, so place upon the ticket: **"This job must be in composing room at 8 a. m., May 3."**

We can deliver one hundred hours from the composing room by Tuesday noon, correct and send proof Wednesday morning. So on the next line: **"This proof must be in office Tuesday, May 6, quitting time."**

You must allow reasonable loss of time in departments.

Send the proof out Wednesday morning, at the latest, and notify the buyer of the hour you expect its return. Failure to return by the hour requested, will extend delivery on equal number of hours.

For illustration, say, in this instance, **"return today."**

Now, you are reasonably sure of six hours' imposition Thursday morning, May 8, and at three o'clock at the latest the same day delivery to the pressroom of twenty-eight hours' work for one machine.

It is an easy matter with this advance information to be in readiness to receive it in each department as it advances, and, by making these calculations, to know and not guess delivery.

A promise book should be kept and entries made of every definitely promised job — composing room, hours and date; pressroom, hours and date; cutting or trimming, hours and date; shipping room, instructions as to packing and delivery, and date.

Make a departmental promise-sheet and have it filled out every morning in strict accordance with the promise-book. Thus each department will know exactly what it is expected to advance on that day.

This method of dispatching orders through the plant is not as difficult as you would at first imagine, and results in a machine-like exactness that is surprising.

It is exacting service and can only be accomplished by co-operation, upon which every successful business depends.

The cost system is invaluable to a service proposition, inasmuch as it not only shows you the cost per hour, but by small economies, how to decrease the hour production, allowing quicker and better service.

I will venture to say that every man in this room can shut his eyes and see the exact position of every piece of furniture and every machine in his plant, and I will also venture the remark that few of you know the actual capacity of the various departments of your plants, **to say nothing of the individual ability of the workmen employed** — you never figured it that way.

Just for example (all any of us need is something to set us thinking):

How many characters are there in the average thousand ems of type, including spaces?

To avoid embarrassment of some of you old-timers, I am going to answer the question myself:

2,400 or thereabouts.

Suppose you have a man in your employ setting straight matter who has one false motion; **he makes 2,400 false motions, at the least calculation, to set a thousand ems.**

The only way to absolutely know the possibilities of a department is to maintain a record of the employes in that department, and to absolutely know what the **individual delivers and not what the department delivers for him.**

It is not a question of wage — that should be the least consideration; it is a question of being able to deliver.

Service is not a disease, but you must inoculate both co-operation and enthusiasm into your organization if you expect to establish a service reputation.

You cannot have enthusiasm without co-operation, and co-operation is an education in itself that results in enthusiasm and perfect harmony between and in the various departments.

If I had one man, and he the most valuable, individually, in my employ, who was not in harmony with the organization, who, in other words, would not co-operate, I would dismiss him instantly, and, with a less valuable man as an individual, get far greater results.

Do you look upon labor merely as a commodity — a dollar-and-cents proposition? If you do, you had better not advertise service, for you can never hope to deliver.

Do not assume that labor is not intelligent enough to grasp the spirit of its master.

The manner in which some men deal with their employees brings to mind the explanation the little girl made of a man with a balky donkey in the street. She said:

"He patted the donkey with the lines and talked low to him; then he got out and patted the donkey on the back and on the neck and talked a little louder to him, but the donkey didn' go, then he sat down on the curb and told the donkey all about 'Jesus Christ.'"

Some men mean well enough, but, like the donkey-driver, things have to come their way suddenly — when patience would have won.

To get what there is in a man you must know the man — and for one, I do not want any heads of departments who do not understand men and how to treat them diplomatically.

This wonderful industry of ours, with its endless problems, is a great study, both of men and conditions.

If success, through service, is the goal, attention, yes, marked attention, must be paid to that certain something found in men that cannot be bought — **loyalty to the business,** it is produced by justice to ability, and is the keynote of service.

The man who gets no pleasure, no play, out of his business is in the wrong business.

Do you come down to your business in the morning with a dark brown taste in your mouth, and frown at the smiles that the freshness of a bright morning create?

If you do, that is the best method of killing enthusiasm known. It may be pardonable at great intervals, but as a steady diet — NEVER!

Come down in the morning with a smile for everybody — even if you have the stomach-ache — a smile that will make sunshine out of a cloudy day — IT'S AN ASSET.

Say, "Hellow, business, glad to meet you; let's see how amicably we can get along and how much we can do today."

Enjoy your work and your organization will, through contact, catch the contagion, and work will prove a pleasure for all.

Labor is far more than a commodity to you; **it is your mainstay.** There can be no petty jealousies in co-operation. There can be no favoritism among your employes. Every tub must stand on its own bottom, and it must, of necessity, work in harmony with the washboard on the one side and the wringer on the other.

Listen to no one-sided complaints from your employes, be they salesmen, foremen, laymen or errand boys. Go into every complaint that arises in your shop; but dissect each complaint in the presence of all who are interested in the autopsy, if you wish co-operation, that valuable essential from which service is derived.

Reprimands are necessary in every business — but the "bawling out" process has long since been relegated to the obsolete. Personal contact is the greatest aid to co-operation.

When you have established in your plant, the conditions that service requires, it will be safe to advertise, but do not make any misleading statements.

It is a great study — service — and the results to be obtained through a clock-like regulation of business conditions, and many of us are placed in the position of the little girl who, in saying her prayers, added, "God, make Helen a good little girl, and, if at first you don't succeed, try, try again."

And to those of you who have done nothing along these lines let me say, **it is worth a try,** and to those who are not giving your customers real service, **but are trying,** it will be well for your signal success to "try, try again."

* * *

TWO OF A KIND

North Judson, Ind., May 14, 1913.

Dear Mr. Herbert:

Enclosed is check for $2.00 on subscription. I have enjoyed the monthly visits of the National Printer-Journalist the past year immensely and don't for the life of me see how any printer or newspaper publisher can keep shop without it. Success to you and yours.

CHESTER A. McCORMICK,
State Senator and Publisher
North Judson News.

East Hartford, Conn., May 13, 1913.

Dear Daddy Herbert:

We again pen our signature to the check enclosed and every time we take up the "Journalist" our memory flashes with the good times we have had together at the N. E. A. conventions and the "Journalist" continues those happy days. Yours truly,

H. B. HALE,
Pub. The Weekly Gazette.

Interesting Incidents of the Ohio Flood

How to Help a Deserving Printing and Publishing House

The great floods in Ohio and Indiana have passed into history, but the disastrous results still remain, as the following letter, which we intended to publish in the May issue of The National Printer-Journalist, fully indicates:

"Hamilton, Ohio, April 24, 1913.

"National Printer-Journalist, Chicago, Ill.:

"Gentlemen — Hamilton, as you know, was visited by a disastrous flood on Tuesday, March 25. We were the last city in the chain of cities in the Miami Valley that were swept by the flood disaster caused by the Miami River. We got it in its greatest fury, and our entire city was inundated, in some places as much as twenty and twenty-five feet. The water was at least fifteen feet higher than ever known in the history of this valley. Our waterworks, city gas works and city electric light plant were all under water and there was no power or light for three weeks, and but a single telephone wire between here and Cincinnati in operation for several days. Everybody in the city was marooned for at least two days from Tuesday morning until Wednesday night, and some portions of the city from one to three days longer, waiting for the water to go out.

"Our newspaper press, in our basement, was in twenty feet of water, and our entire printing presses were also under water, but they have all been taken down and re-erected, and are in first-class working condition.

There was no power in the city, but we had a Washington hand-press and we got out a paper on this press on Tuesday, the day of the flood, and sent a man out in a boat to circulate this paper. Of course, this circulation was very limited. Then, on Thursday, we issued another edition of our paper, and every day since until April 14. This paper consisted of two pages devoted wholly to reading matter and reading notices, no display advertisements. We would get out two and three editions in a day. As soon as we had two pages of matter set up, we would go to press. Very frequently we had two editions in a day, and some days as many as three.

"We are sending you, under separate cover, some of these papers that were gotten out under these conditions. At first there was no paper in the house except some brown craft paper that we had in our shipping department to wrap up catalogues, and we cut up this paper and used it for the printing of our first issues. On April 14 we resumed publication and got out our flood edition, copy of which we are sending you also. This is the first paper published in Hamilton after the flood, except, of course, the little sheets printed on the Washington hand-press in our engraving department.

"We would thank you for such notice as you may think it worthy of in your publication.

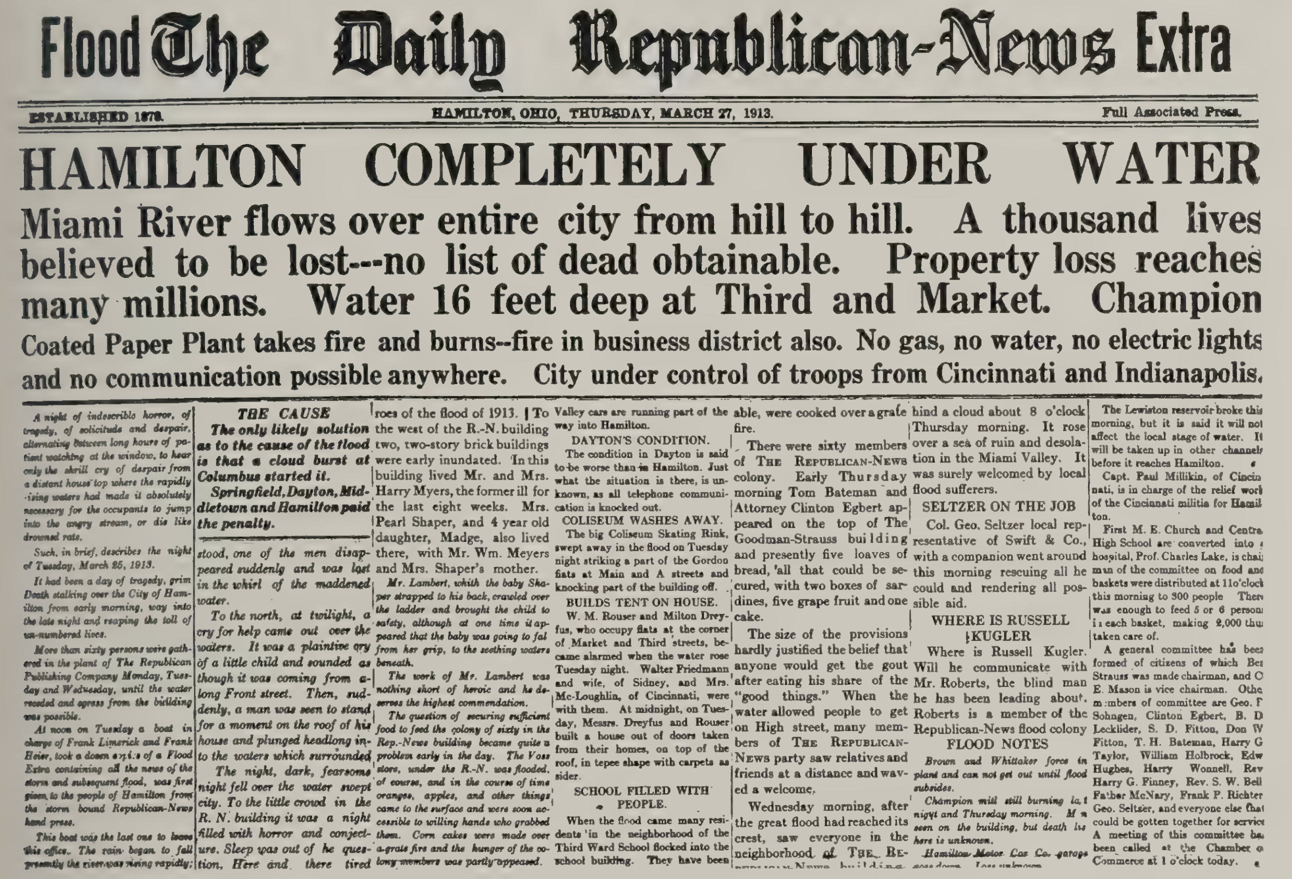
"Yours truly,

"THE REPUBLICAN PUBLISHING CO.,

"W. L. Tobey, Manager."

The papers mentioned by Manager Tobey as issued under such difficult and trying conditions show the indomitable will of the publishers, and copies will be of historic interest a hundred years from now. Those of March 27 and 31 were printed on one side of single sheets, but on April 2, both sides of the sheet were printed. Naturally, nearly the whole space was given up to the flood and the horrors brought thereby, but on April 2, one column was given up to news by the Associated Press.

The following letter, with every word of which we fully agree, tells how deserved and substantial help can be given to the worthy and enterprising company of which



Flood The Daily Republican-News Extra

ESTABLISHED 1876. HAMILTON, OHIO, THURSDAY, MARCH 27, 1913. Full Associated Press.

HAMILTON COMPLETELY UNDER WATER

Miami River flows over entire city from hill to hill. A thousand lives believed to be lost---no list of dead obtainable. Property loss reaches many millions. Water 16 feet deep at Third and Market. Champion Coated Paper Plant takes fire and burns--fire in business district also. No gas, no water, no electric lights and no communication possible anywhere. City under control of troops from Cincinnati and Indianapolis.

A night of indescriblo horror, of tragedy, of solicitude and despair, alternating between long hours of patient watching at the window, to hear only the shrill cry of despair from a distant house top where the rapidly rising waters had made it absolutely necessary for the occupants to jump into the angry stream, or die like drowned rats.

Such, in brief, describes the night of Tuesday, March 25, 1913.

It had been a day of tragedy, grim Death stalking over the City of Hamilton from early morning, way into the late night and reaping the toll of un-numbered lives.

More than sixty persons were gathered in the plant of The Republican Publishing Company Monday, Tuesday and Wednesday, until the water receded and egress from the building was possible.

At noon on Tuesday a boat in charge of Frank Limerick and Frank Heier, took a dozen copies of a Flood Extra containing all the news of the storm and subsequent flood, was first given to the people of Hamilton from the storm bound Republican-News hand press.

This boat was the last one to leave this office. The rain began to fall presently the river was rising rapidly; stood, one of the men disappeared suddenly and was lost in the whirl of the maddened water.

To the north, at twilight, a cry for help came out over the waters. It was a plaintive cry of a little child and sounded as though it was coming from along Front street. Then, suddenly, a man was seen to stand for a moment on the roof of his house and plunged headlong into the waters which surrounded

The night, dark, fearsome night fell over the water swept city. To the little crowd in the R. N. building it was a night filled with horror and conjecture. Sleep was out of he question. Here and there tired roes of the flood of 1913. To the west of the R.-N. building two, two-story brick buildings were early inundated. In this building lived Mr. and Mrs. Harry Myers, the former ill for the last eight weeks. Mrs. Pearl Shaper, and 4 year old daughter, Madge, also lived there, with Mr. Wm. Meyers and Mrs. Shaper's mother.

THE CAUSE

The only likely solution as to the cause of the flood is that a cloud burst at Columbus started it.

Springfield, Dayton, Middletown and Hamilton paid the penalty.

Mr. Lambert, whith the baby Shaper strapped to his back, crawled over the ladder and brought the child to safety, although at one time it appeared that the baby was going to fal from her grip, to the seething waters beneath.

The work of Mr. Lambert was nothing short of heroic and he deserves the highest commendation.

The question of securing sufficient food to feed the colony of sixty in the Rep.-News building became quite a problem early in the day. The Voss store, under the R.-N. was flooded, of course, and in the course of time oranges, apples, and other things came to the surface and were soon accessible to willing hands who grabbed them. Corn cakes were made over a grate fire and the hunger of the colony members was partly appeased.

Valley cars are running part of the way into Hamilton.

DAYTON'S CONDITION.

The condition in Dayton is said to be worse than in Hamilton. Just what the situation is there, is unknown, as all telephone communication is knocked out.

COLISEUM WASHES AWAY.

The big Coliseum Skating Rink, swept away in the flood on Tuesday night striking a part of the Gordon flats at Main and A streets and knocking part of the building off.

BUILDS TENT ON HOUSE.

W. M. Rouser and Milton Dreyfus, who occupy flats at the corner of Market and Third streets, became alarmed when the water rose Tuesday night. Walter Friedmann and wife, of Sidney, and Mrs. Mc-Loughlin, of Cincinnati, were with them. At midnight, on Tuesday, Messrs. Dreyfus and Rouser built a house out of doors taken from their homes, on top of the roof, in tepee shape with carpets as sider.

SCHOOL FILLED WITH PEOPLE.

When the flood came many residents in the neighborhood of the Third Ward School flocked into the school building. They have been able, were cooked over a grate fire.

There were sixty members of The Republican-News colony. Early Thursday morning Tom Bateman and Attorney Clinton Egbert appeared on the top of The Goodman-Strauss building and presently five loaves of bread, all that could be secured, with two boxes of sardines, five grape fruit and one cake.

The size of the provisions hardly justified the belief that anyone would get the gout after eating his share of the "good things." When the water allowed people to get on High street, many members of The Republican-News party saw relatives and friends at a distance and waved a welcome.

Wednesday morning, after the great flood had reached its crest, saw everyone in the neighborhood of The Re- hind a cloud about 8 o'clock Thursday morning. It rose over a sea of ruin and desolation in the Miami Valley. It was surely welcomed by local flood sufferers.

SELTZER ON THE JOB

Col. Geo. Seltzer local representative of Swift & Co., with a companion went around this morning rescuing all he could and rendering all possible aid.

WHERE IS RUSSELL KUGLER

Where is Russell Kugler. Will he communicate with Mr. Roberts, the blind man he has been leading about. Roberts is a member of the Republican-News flood colony

FLOOD NOTES

Brown and Whittaker force in plant and can not get out until flood subsides.

Champion mill still burning last night and Thursday morning. M n seen on the building, but death list here is unknown.

Hamilton Motor Car Co. garage

The Lewiston reservoir broke this morning, but it is said it will not affect the local stage of water. It will be taken up in other channels before it reaches Hamilton.

Capt. Paul Millikin, of Cincinnati, is in charge of the relief work of the Cincinnati militia for Hamilton.

First M. E. Church and Centra High School are converted into hospital, Prof. Charles Lake, is chai man of the committee on food and baskets were distributed at 11o'clock this morning to 300 people There was enough to feed 5 or 6 persons in each basket, making 2,000 thu taken care of.

A general committee has been formed of citizens of which Be Strauss was made chairman, and C E. Mason is vice chairman. Othe members of committee are Geo. F Sohngen, Clinton Egbert, B. D Lecklider, S. D. Fitton, Don W Fitton, T. H. Bateman, Harry G Taylor, William Holbrock, Edw Hughes, Harry Wonnell, Rev Harry G. Finney, Rev. S. W. Bell Father McNary, Frank P. Richter Geo. Seltzer, and everyone else that could be gotten together for service A meeting of this committee has been called at the Chamber o Commerce at 1 o'clock today.

Flood Paper, Issued under Difficulties and Circulated by Boats

W. L. Tobey is the manager, without extending charity, for the Graphic Year Book is worth every cent that is charged for the same, besides it is a valuable contribution to the graphic arts each year that should be generously supported for the real value that the work is to the craft:

"Chicago, May 5, 1913.

"Ravenswood Press, Chicago, Ill.:

"Gentlemen — This letter is an appeal to you for help for our fellow craftsmen in the flooded districts of Ohio. The floods have subsided, the damage is done, but business has not, and cannot, resume without the assistance of every man in the trade. You, no doubt, have subscribed and have been appealed to, but we too soon forget a calamity of this kind. It is a greater disaster, by far, than the San Francisco earthquake — there is no collectable insurance in this case.

"Every line of business should be helped in general, but, in particular, we should direct our efforts to the assistance of our fellow craftsmen. I have particularly in mind our good friend, W. L. Tobey, of Hamilton, Ohio, whose entire work on the sixth volume of the American Annual Review of Printing and allied interests, i. e., "The Graphic Arts Year Book," about ready to be published, has been entirely lost in this disaster. The printing plant in which he held a large interest was under many feet of water. The loss in this department alone was over $50,000. They are endeavoring to get on their feet, and you can no better show your good will and assistance to him and his company than by immediately sending in your check for volume six of the Graphic Arts Year Book. If everyone takes this upon himself, not only as a duty, but as a pleasure, it will materially assist our friend in resuming business, and when you do this you will not be doing an act of charity, for sooner or later you will, for value received, have a copy of the book, which is the recognized standard for the graphic arts of the world.

"Much could be said in favor of this, but I am sure it is not necessary.

"The writer will consider it a personal favor, as well as an act of great business kindness, if you will comply with this request at the earliest possible moment.

"Very truly yours,
"E. W. HOUSER,
"President International Association of Manufacturing Photo-Engravers."

* * *

A HIGHER STANDARD OF JOURNALISM SOUGHT

More than sixty student editors and managers, representing more than a score of the leading universities, colleges and high schools of Pennsylvania, West Virginia and Ohio, attended the Conference of Student Editors at the University of Pittsburgh May 9 and 10, under the auspices of the department of journalism. The conference was arranged with a view of bringing about a higher standard of journalism in the publications of the institutions represented and to discuss problems of mutual interest. The students were addressed by Don C. Seitz, a prominent New York newspaperman and Dr. Talcott Williams of the Pulitzer School of Journalism.

* * *

CAPPER FARM PAPERS

Arthur Capper has announced that the growth in circulation and popularity of the Nebraska Farm Journal has made it necessary to change the paper from a semimonthly to a weekly. The first weekly number will appear on September 6. The subscription price will be increased to $1 a year and the circulation will be maintained at 102,000.

The New Secretary of the U. T. A. and His Assistant

Printers generally will be interested in the following brief sketches of the lives of the new secretary and his assistant, of the United Typothetae of America. The newly chosen secretary, S. Evans Clark, was born in Philadelphia, Pa., in 1874. At thirteen years of age he became connected with a weekly newspaper as printer's "devil" and later as general assistant, and later took a course in bookkeeping and accounting at Temple College, Philadelphia, and graduated at head of the class. He became advertising solicitor for H. I. Ireland Advertising Agency, Philadelphia, then did organization work in Philadelphia and St. Louis for four years. He took a course in office and accounting systematizing with the Library Bureau of Chicago. Subsequently he became manager of one of their branches; installed a system for taking care of salesmen's reports and mail order business in wholesale shoe houses and manager of the department. Later he was advertising manager and purchasing agent of Rice-Stix Dry Goods Company, St. Louis, including management of private printing plant and in charge of purchase of all outside printing; then went into business in St. Louis under the firm name of "Clark — the Letter Man," specializing in facsimile letters and small job printing, enjoying the reputation of being the highest priced man in the business anywhere. He consolidated this business with the Gould Press and Directory Company, now the H. S. Collins Printing Company, of St. Louis. He was appointed secretary of the Ben Franklin Club of Toledo in July, 1912, and since that time has inaugurated and put into effect successfully many departments, including an estimating school, cost installation, credits and collections, exchange for small paper and envelope stock, employment, and others.

S. EVANS CLARK
New Secretary United Typothetae of America

On account of his wide and varied experience and in appreciation of the work accomplished in Toledo, and in view of the fact that Mr. Clark has become one of the most prominent figures in organization work in Ohio, which state, by the way, is far in advance of the rest of the states in this work, the appointment of secretary of the United Typothetae of America was offered to him practically without solicitation on his part, and he will enter upon his new and important duties June 15, succeeding Mr. Franklin W. Heath. As advertising solicitor, manager and counseller, as office and accounting systematizer, as owner of his own plant, and in the other positions he has filled during the last twenty-three years, he has prepared himself as few men have for the arduous and multitudinous duties of general secretary of a national organization, such as is the United Typothetae of America.

At the present time, in addition to being secretary of the Ben Franklin Club of Toledo, Mr. Clark is also secretary of the Ohio Printers' Federation, secretary of the Exposition General Committee, which is in charge of the State's Million Dollar Exposition to be held at Toledo in September; chairman of the Boosters' Committee of the exposition, and member of the publicity committee.

E. E. Laxman, assistant secretary, was born in Concordia, Kansas, in 1885. He passed the early part of his life and until twenty-three in Topeka, Kansas, where Arthur Capper has made such a success as printer and publisher, and showed how much can be accomplished by thorough organization of an office, with mutual understanding, friendly interest and co-operation, resulting in the highest efficiency.

E E LAXMAN
New Assistant Secretary United Typothetae of America

Mr. Laxman as a boy always wanted to be a printer, and at the early age of nine he had made a rubber stamp outfit, consisting of some thirty-five characters. out of sheet rubber gained in a trade for a jack-knife.

At thirteen he began as "devil" in an average small shop, learning here the practical details of many departments. Five years later he purposely went with a wholesale notion and dry goods house, with the view of broadening his knowledge by knowing something of wholesaling, and served in this house as sample man. To prove his activity made while with this wholesale house, when leaving the institution he was being paid more than twice the amount the position had ever paid before.

At twenty-one he went back to the printing business, serving as general office man with the Adams Brothers Company. At twenty-three he resigned as secretary of this company, who were general printers and manifold book manufacturers, leaving Topeka for Kansas City, Mo. Here a varied and accurate knowledge of cost accounting and efficiency was acquired.

In January, 1912, he went to Atlanta as secretary-actuary of the Atlanta Typothetae, making it a one hundred per cent town nine weeks after arrival, and also inaugurated and maintained nine departments of efficient service.

He possesses an over-abundance of nervous energy. Ambitious and determined, his hobby is to make pleasure out of every task undertaken. He is continually studying and acquiring new knowledge, and reads much more than the average printers, many of whom are inclined to neglect the study of books and journals devoted to instruction in their art, though so properly called the "art preservative" of all arts, and for that very reason deserving, requiring and repaying above all others, much and patient study.

* * *

TRADE PRESS CONVENTION

Eighth Annual Meeting of the Federation of Trade Press Associations Called for New York in September

President H. M. Swetland of the Federation of Trade Press Associations in the United States has announced that the eighth annual convention will be held at the Hotel Astor, New York, September 18 to 20, 1913. The Federation includes the New York Trade Press Association, the New England Trade Press Association, the Chicago Trade Press Association, the St. Louis-Southwestern Trade Press Association, the Philadelphia Trade Press Association, and a number of unaffiliated publications, the total membership being two hundred and thirty-six, representing over seventy-five different trades, industries and professions.

President Swetland has appointed as chairman of the committee on arrangements, William H. Ukers, editor of the Tea and Coffee Trade Journal, who, as president of the Grocery and Allied Trade Press of America, was largely responsible for the highly successful grocery trade press convention held at the Hotel McAlpin, New York, last January. Mr. Ukers is arranging a program for the federation convention which will provide papers and addresses on topics of interest to manufacturers, sales managers and advertising men, as well as to trade paper editors and publishers.

Two sessions will be held daily. There will be editorial, circulation, advertising and publishing symposiums, under competent leaders. Many of the leading editors, business managers, buyers and sellers of advertising and authorities on modern merchandising methods will take part.

On Friday afternoon, September 19, there will be a mass meeting with addresses by representative business and professional men, on subjects of timely interest to editors, publishers and advertisers. Distinguished guests and worth-while speakers will be at the annual banquet, which will be made a memorable social occasion.

Invitations are being extended to manufacturers, sales managers, advertising men, trade paper publishers and all others interested in the idea of business promotion through trade press efficiency, which is to be featured at the convention.

* * *

"We Smile"

Winchester, Ind., May 17, 1913.

National Printer-Journalist, Chicago, Ill.

My Dear Mr. Herbert: Enclosed please find a check for $2 for the year of 1913. Now let us see you smile.

Wishing you success,
Yours,
Beeson Bros.

Mechanical Efficiency in Printing

By Alfred R. Gardner
4622 N. Lincoln Street, Chicago, Ill.

The cost of printing depends so largely on mechanical efficiency that one aquainted with conditions in many shops cannot but wonder if it is possible that any but the simplest jobs, where estimates are required and given in advance, are turned out at a price that will show a real profit — provided, of course, the customer expects to receive and is given, under a competitive bid, reasonable value for his money.

In the production of one color work the labor is generally so simple and competition so keen that a reasonable degree of mechanical perfection has been attained, whether or not any real profits to the office is realized, but with work requiring two or more colors, especially in making high grade catalogues, there is an unlimited chance for improvement. And even in one color work there are many shops where a better knowledge of the mechanics of printing will result in better work and surer profit. The attempt to run larger editions of high grade work from type forms is a good example of this fact and almost always results in disaster, either to the job or the profits.

It is quite frequently claimed and often believed by printers, that home-made type will stand a run of anywhere from 50,000 to 200,000 impressions without showing serious wear. This might be true in rare instances where the pages are protected by brass rules and where there are no halftones or exposed lines to interfere with a perfectly even impression over the whole form; otherwise the life of the type will be nearer 25,000 impressions if a thoroughly first-lass job is required. The two lines below will illustrate this fact very well. The first line is new type, the second stood a run of less than 20,000 before being used in this article. It may be said that this is an extreme example and possibly it is, but even so, the job would be no better than the poorest portion. The great fault lies in the fact that worn type cannot be replaced without resetting larger portions of a job or possibly all of it.

UPISTERFPRETITMNMUPIEISB
UPSITEDFMHNWMIUAEBEISB

As the life of good electros is from four to ten times that of type it would seem almost unnecessary to advocate the economy of their use for all jobs where the run is of any size and first-class work is required, yet there are some shops and a few customers who insist on printing direct from the type even at the expense of additional composition, makeup, lockup and make-ready which it necessitates. Where frequent editions of booklets are run it is but little short of criminal to print from type if the run amounts to anything, and quality of output is a consideration. A set of good copper electros will wear for several editions and nickel or iron plates much longer, while a form of type will very seldom make a run of 50,000 good impressions, especially if it contains small type. The proper way to do, if changes from one edition to the next are considerable, would be to keep the type standing to be corrected for the purpose of electrotyping the pages where alterations occur, or the entire job if the old plates are sufficiently worn to show wear.

In jobs where it is desirable to print from original halftones, these should be backed up in the foundry and mounted on the same block as the type matter, or if the plates are to run on patent blocks the parts should be soldered together. Where a job is to run more than one on, duplicate half-tones can be made by lead moulding, the type being moulded in wax and the parts combined as before. The cost of the electro is generally more than made up by the saving in composition, makeup, lockup, register, and standing time on the press, and the quality of the work resulting therefrom is far superior.

In making catalogues where the pages contain type, halftones and line cuts and print in two or more colors, with close register, the pages should be made up so that there is but one piece per page for each color, except where there would be plenty of room between the parts for register hooks in locking up. In other words the pages should be electrotyped with the type, halftones and line cuts in position and the plate so obtained used as a "key" for positioning the other colors. Especially is this true where tint plates with cut-outs or shading for the cuts are to be made. The transparencies or "transfers" for these plates should be printed from the electro and never from the original form of type and cuts, as this is liable to constant change of position in the form during printing, while the electro is not. In the days when tint plates were used as the "key" form and printed first it did not matter much if type and cuts were used to print from, as the runs were usually short, and once the form was in register it would stay. But in modern practice where the tint follows other colors and often covers portions, it is absolutely necessary that there shall be no change in the register of the pages and this can only be secured by printing entirely from plates.

The argument quite often heard against the use of plates, that they cannot be corrected economically will hardly pass muster at this stage in the game. As well argue that the old Washington is superior to a Miehle because easier to start. The fact of the matter is that no electros should be made until the author or customer has given his OK. for every page, and if this rule is strictly followed very little complaint will be had regarding the difficulty of making corrections.

However, some corrections and alterations are always liable to occur even with the most careful workmen or customers, but if the mechanical principles underlying the various plate making processes are understood considerable alteration can be made without resort to new plates. If the original halftones are used to make up the plates they may be re-etched or hand tooled as desired. Good electrotype halftones may also be hand tooled to a considerable extent if the shells are not too thin. Line cuts may be tooled and extra lines added. The text may be changed in almost any manner desired, provided space permits. Where the correction is slight type may be inserted in the electro, or if the alteration is extensive whole lines or paragraphs can be reset and the electros made therefrom, patched into the plate in proper place.

In case of accidents which destroy portions of plates while printing, renewals may be made with more accuracy than if printing from type. New cuts, if made from the original negatives can be inserted in the plates without changing the register of any of the colors. If tint plates are damaged beyond repair the "transfer" will enable a new one to be made which will register with the work already run. Where the plates are very difficult to make or the runs are long enough to warrant the belief that some will not stand the wear, duplicate electros or shells should be made to provide against possible delays.

The great fault in printing color work from forms of mixed type and cuts is that it is mechanically impossible to preserve a perfect register for long runs. Defects in justification, makeup, and lockup resulting from the attempt to register mounted plates within type forms, are constantly arising, which cause spaces to work up or unnecessary wear on portions of the form, all of which, reduce the quality of the work very materially and add excessively to the cost of presswork. The stock is also liable to stretch or shrink between colors and if the printing is being done from forms of mixed type and cuts or all type no change of register can be made that will compensate for this change in the stock; while if printing from plates the pages can readily be shifted to conform to the colors already run.

Modern printing is just as much a mechanical science as railroad engineering or watch making and requires as much or more ability, yet you will find very few shops where the mechanical work of producing good printing is planned by people practically qualified to do the work. If a railroad company undertakes a new work an engineer of recognized ability is placed in charge, a manufacturer does likewise, and there is no reason why printers cannot apply the same principle to their work. The demand for quality today is such that the printer working along the same lines he followed five or ten years ago and endeavoring to hold his output up to the modern standard will find himself hopelessly outclassed by the more progressive neighbor who has forgotten the myth of the "art preservative" and has made his trade a mechanical science for the reproduction of art.

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EDITORIAL PHILOSOPHY IN DEFEAT

Advertising for an Office Not Wanted and Getting Sport as a Reward

Carrollton, Ill., May 6, 1913.

My Dear Friend Herbert: I enclose draft for $2 to pay my subscription to the National Printer-Journalist for the present year. I still like to sit down with it and let it talk "shop" to me, as it has for nearly twenty-five years.

I celebrated the twenty-fifth anniversary of my connection with the Patriot last month, by crawling complacently out from under a "landslide" and thanking my stars that I was a free man instead of mayor of this bailiwick.

Say, did you ever hear of a man putting up a stiff and strenuous advertising campaign for "business" that he didn't want? Well, that is exactly what I did this spring. And I succeeded in missing what I didn't want, too.

The enclosed clippings from the advertising, news and editorial columns of the Patriot will tell the story, and may amuse you some if you care to look them over. I got a heap of fun out of it myself, I assure you. The question in this case is, does advertising pay?

Yours truly, Charles Bradshaw.

Mr. Charles Bradshaw, Past President of the Illinois Press Association, and editor of the Carrollton Patriot and, by the way, one of the most popular and worthy members of the fraternity of home newspaper publishers of the State of Abraham Lincoln, was induced, in April, to enter the field as candidate for mayor of his beautiful home city, on a platform of law enforcement and public improvements. He made a good fight, but his opponent was a practical politician and adopted the enforcement and improvement platform and went still stronger and one better in protestation and promise. Editors are seldom practical politicians. They say what they do mean in black and white, and are compelled to stand thereby during the years, for their files are in evidence. It is their work to initiate and carry forward reforms, and reforms are not always popular at the beginning, and one perfectly natural fact is that where the reforms become popular, the prejudice still clings to the faithful editor who has led the people into the higher views. The practical politician, being an experienced navigator on political seas, knows how to shift the sails of the craft to catch the popular gales. We are not saying that these truisms especially apply to Mr. Bradshaw's efforts, but we are simply writing in a general way as to established truths.

Mr. Bradshaw made matters pertaining to his campaign interesting to his readers, although the campaign resulted in his defeat by thirty-six votes, and then he took his defeat philosophically and good-naturedly, as shown by the following, published in the issue of The Patriot of April 17, under the caption "After the Battle":

"Running for office is an experience that no able-bodied American citizen should miss — once in his lifetime, at least. Getting defeated adds much to the value of the experience, too.

"We know one candidate who, although defeated, has been surprised and gratified at the number and sincerity of his friends. He wouldn't take a small fortune for that part of his experience.

"He said that being defeated isn't such a crushing blow, either, especially when the office is one he didn't want in the first place. He has found no difficulty whatever in keeping the pre-election smile intact, just as it had been before 5 o'clock Tuesday evening.

"Though he didn't want the office, he put up the best fight he knew how to make, in order to be loyal to his friends. While some 'arguments' were used in the campaign that he could not meet on the same level, no dregs of bitterness remain. There are no 'accounts' to settle in the future.

"One can get a good deal of amusement out of the things he hears about himself. These have a wholesome effect in curbing his vanity and revealing some of his weaknesses. Bobby Burns never ran for office, else he would not have sought in vain for the gift to 'see oursels as ithers see us.'

"Then, on the other hand, it gives a man a little better opinion of himself when he finds that he has made a few enemies and knows that he came by them honestly.

"After a man has narrowly escaped a 'two year sentence' himself, he can look with larger charity upon the less fortunate fellow who has to take the punishment."

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THE SHERIFF'S DEPUTY

By F. M. Paull, of the Burroughs Adding Machine Company

In nine stores out of ten the sheriff has a "deputy." He is the lack of knowledge which would allow the retailer to know which things to do first — the lack of knowledge which keeps him so busy doing the wrong things that he never has time to do the profitable things — to work out plans that mean more business and less expense.

He represents neglected opportunities — lost chances to do the big, profitable things overlooked because the records do not show the merchant which of his efforts are most successful — does not allow him to know in which direction his real opportunities lie.

He is the dead stock which lies on the shelves, eating the profits the live lines earn — the idle dollars which earn no profits and cause the failure to grow.

He is the hidden leaks that do not come to the manager's eye but exist just the same — the dangerous leaks that could not exist in the face of accurate, search-light accounting any more than darkness could exist under a glaring, high-power street lamp.

He is the confusion caused by mixing methods of figuring profits, which more than half the 2,000,000 retailers in business today are doing — the dangerous mixing of methods which is the reason for the large number of failures among retailers every year.

He is the failure to get the true picture of every detail of the business — the depending on unsupported "judgment" for guidance — the judgment without charted facts which is merely guess-work — the effort to guess one's self to success in competition with business men who know.

He is the not knowing — from records that can be compared with records of similar periods, a month, a year or five years ago — which clerks are the consistent producers, and which are satisfied to let the goods sell themselves.

And it all sums up to this: It costs more not to keep and analyze accurate records than it does to keep them. Leaks and neglected opportunities are more expensive than bookkeeping. Every leak points an accusing finger at the accounting system in use — it must be wrong, or the leak could not exist.

Success depends not half so much upon ability, as upon analytical reports which will enable the manager to do the right thing at the right time — to see his opportunities and to seize them.

The successful retailer is the one whose eye can always see the things it ought to see — whose accounting system gives him facts on which to base his management — who isn't "making friends" with the sheriff.

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NEW QUARTERS OF CINCINNATI BEN FRANKLIN CLUB

Here is a view of the new quarters of the Ben Franklin Club of Cincinnati. The club expects to occupy this building on June first, when it will be fitted up in extremely desirable style for their purposes.

A general lounging room for the use of the members will be furnished with settees, chairs, tables, etc. The directors' room will be furnished with a large director's table and all the paraphernalia necessary for the directors to conduct business. The secretary and assistant's office will be conveniently located and fitted with every modern convenience and appliance to handle the work. The Collection and Employment Bureau will have separate places to take care of these important divisions of the club work.

In connection with the club is a very large, well-lighted and ventilated hall, which will seat from two to three hundred people easily. This hall will be used for general meetings, etc.

The building is located on one of the best business streets of the city and right opposite the celebrated Garfield Park, the windows of the lounging room opening out on to the park, giving a delightful and restful view. It is a very desirable location.

It has been felt for some time that rooms of this character were needed and through the efforts of the Social Committee the securing and furnishing of the new club home was successfully accomplished.

HOME OF THE BEN FRANKLIN CLUB
S.W.COR. RACE & EIGHT ST. CINCINNATI, O.

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UNIVERSITY AD CLUB WINS NATIONAL PRIZE

The University of Missouri Ad Club, the only college advertising organization affiliated with the Associated Advertising Clubs of America, has won a prize of $25 offered by the national organization to the club subscribing for the most copies of "Advertising as a Business Force." There are about two hundred advertising clubs in this country, made up of business and professional men interested in advertising, with a total membership of from five to eight thousand.

Two prizes were offered, one for towns of more than 25,000 population and the other for towns under 25,000.

Last summer at the convention at Dallas, Texas, it was decided to publish a book on advertising and Prof. Paul T. Cherington, instructor in the School of Business Administration at Harvard, was chosen to compile the work. This book, "Advertising as a Business Force," was put on sale in December and the contest closed January 15. Between three and four dozen copies were sold here, through J. B. Powell, instructor in advertising.

August Dieter, president of the University Ad Club, received a letter last week from G. W. Coleman of Boston, president of the Associated Advertising Clubs, notifying him that the club here had won the prize. This will be announced also in Associated Advertising, the official monthly publication, and at the next convention at Baltimore, in June, when the prize will be presented. Mr Coleman, the president, spoke at the University of Missouri last year.

The University Ad Club has about forty members. It is made up of the presidents or representatives of all the county and city clubs in the University, of sectional organizations such as the Dixie Club, a representative of the university women and a representative at large from each department.

The University of Wisconsin advertising club formerly was a member of the national organization but dropped out last year.

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NOTES FROM BEN FRANKLIN CLUB HEADQUARTERS

The Northwest Cost Congress held in the Hotel Radisson, Minneapolis, Minn., May 1, 2 and 3, was a success from every standpoint. "Cost" enthusiasm ran high and every printer who attended went home feeling that he was engaged in an industry that could be made a topnotcher in financial standing, as well as in the amount of capital invested and the volume of business done.

There were over 200 registrations and 250 attended the banquet held the night of Friday, the second.

The convention was called to order by E. K. Whiting, of Owatonna, Minn., President of the Northwest Cost Congress. The address of welcome was given by Mayor Wallace G. Nye, of Minneapolis. Robert E. Withy, president of the St. Paul Typothetae, gave a short address on "Why We Are Called Together." This was followed by a short talk by Roy T. Porte explaining the Simplified Cost System.

The afternoon session was opened by Ed. E. Sheasgreen, secretary of the Ben Franklin Club of America, who gave a stereopticon lecture on "Capital, the Natural Laws of Cost Finding and Time." Roy T. Porte then followed with a stereopticon lecture on the Simplified Cost System. In the evening "The Revised Proof" was presented by members of the Minneapolis Typothetae to a full house at the Princess Theatre.

Friday morning J. C. Morrison, of Morris, Minn., vice-president of the Minnesota Editorial Association, gave a paper on "The Cost of Producing a Country Newspaper and Why." The discussion of this paper lasted all forenoon.

In the afternoon W. T. Cole, of Minneapolis, gave a paper on "Why Specialty Printers Have an Advantage Over Other Printers in Price-Making." E. M. Spencer, of Minneapolis, then took up "An Analysis of Seven Similar Jobs of Printing." Arthur E. Southworth, of Chicago, treasurer of the United Typothetae of America, gave an address on "Service," and F. J. Scott, of Minneapolis, gave "An Exhibit of Job Printing from Various Sources."

Friday evening 250 gentlemen, with their ladies, sat down to the banquet in the ball room of the Radisson Hotel. Jens. K. Grondahl, of Winona, Minn., vice-president of the Ben Franklin Club of America, acted as toastmaster. B. B. Herbert, editor and proprietor of the National Printer-Journalist, Chicago, and who was 70 years of age the 3rd of May, gave an address on "Memories and Contrasts." Mr. Herbert founded the printing business and paper at Red Wing, of which Jens. Grondahl is now owner and editor. After some "P. I. C. A." stunts Arthur E. Southworth, treasurer of the United Typothetae of America, gave an address on "Now, Then and When." Mr. Herbert Flagg, assistant secretary of the United Typothetae of America gave an address on "Organization and Co-operation."

Saturday morning Gene Turner, of Chicago, gave an address on "The Order of PICA and Other Things." W. S. Tuttle gave "Just a Little Talk on Cost Finding." Ed. E. Sheasgreen gave a stereopticon lecture on "Cost System vs. Estimating and Competition." This was followed by a continuation of "An Exhibit of Job Printing from Various Sources," given by F. J. Scott, after which Roy T. Porte answered questions from the question box. At noon over 60 printers had luncheon together at the Commercial Club on the tenth floor of the Radisson Hotel and over a hundred were guests of the Minneapolis paper and supply houses at the Metropolitan Theatre to hear William Crane.

A resolution favoring the amalgamation of the United Typothetae of America and the Ben Franklin Club of America was unanimously adopted and a committee appointed to devise ways and means of effecting a permanent state organization.

Thursday evening, May 8, the regular meeting of the Aurora, Ill., Ben Franklin Club was held in the offices of Finch and McCulloch. The secretary of the Ben Franklin Club of America spoke on the amalgamation question and along Cost System lines. The expressions from those present were that the Aurora Ben Franklin Club, at the next regular meeting, would take up the question of joining the new organization in a body, feeling that it is only as members on the "inside" that all the things can be done that will bring about the greatest good to the greatest number of printers.

Mr. J. C. Adderly, secretary of the Ben Franklin Mutual Casualty, of Chicago, spoke on the question of the "Employers Liability Insurance." A general discussion was entered into, many questions were asked and answered with a result that several printers are soon to take out insurance in Mr. Adderly's company.

On Saturday, April 26, the printers of southern Wisconsin held a meeting at Janesville in the library of the Janesville Gazette and organized a temporary organization to cover southern Wisconsin and northern Illinois. Twenty-three printers were present at the meeting and nineteen were at a banquet held at the Meyers Hotel. Mr. Frank Cantwell, of the Cantwell Printing Co., Madison, Wis., spoke on the "Value of Organization," while Mr. Paul Nahmens, of Milwaukee, gave a chart demonstration of the Cost System. Mr. J. S. Hubbard acted as temporary chairman and Mr. F. D. Slawson, of Janesville, was chosen temporary secretary-treasurer. A call for a meeting to be held May 10 was made to form a permanent organization and adopt a constitution and by-laws.

Mr. E. K. Whiting, president of the recent Northwest Cost Congress, made a trip to Iowa in the last week of April, to address the advertisers of that state on the value of cost finding in advertising work.

The second meeting of the printers of southern Wisconsin was held at Janesville Saturday, May 10, with the result that a permanent organization was effected. The name of "Rock River Valley Ben Franklin Club" was adopted. This organization will take in the printers of southern Wisconsin and northern Illinois and starts with a charter membership of sixteen. The charter is to be left open for another meeting to be held in Janesville, Friday May 23. A constitution and by-laws and code of ethics were adopted and the following permanent officers elected: H. L. Hoard, Fort Atkinson, Wis., president; H. H. Bliss, Janesville, Wis., vice-president; J. S. Hubbard, Beloit, Wis., secretary; and F. W. Kuhn, Edgerton, Wis., treasurer.

The secretary of the Ben Franklin Club of America was the guest of honor at a banquet at the Hotel Meyers and assisted in the organization of the new club. He also gave an address on "Organization and Co-operation," and took up the discussion of Cost Finding Systems. A solicitation of applications to the new United Typothetae and Franklin Clubs of America resulted in several promising to send in their applications as soon as they had been able to figure out their mechanical pay-roll. Out of town printers were in attendance from Beloit, Fort Atkinson, Madison and several other Wisconsin points. The meeting was held in the library of the Janesville Gazette and Mr. Bliss, of that publication, extended an invitation for the organization to meet there as often as it wished.

Mr. Hubbard, the new secretary, is also the state treasurer of the Wisconsin Ben Franklin Club and has been the leading spirit in the movement in southern Wisconsin which has crystallized into this new permanent organization.

H. L. Hoard, of Fort Atkinson, Wis., and recently elected to the presidency of the "Rock River Valley Ben Franklin Club," is the owner of a large plant and the publisher of "Hoard's Dairy Farmer," one of the best known farming and dairy publications in the United States.

HELP SPREAD THE GOSPEL

To win the battles of life nothing helps men so much as a hearty hand-clasp, a friendly whack on the shoulder and a cheering word. To have these come at a time when business has been going crosswise, then, especially, do these kindly acts strengthen and help men on to better and bigger things.

As it is in "business" so it is in "organization work" and when the following letter came from one of the "small fry," as Brother Cassius L. Coward is wont to call himself, it occurred to this office that there might be others of the "small fry" and possibly some among the "big fry" who could be cheered along as he has been, to that point where they would send in their application blank to The United Typothetae and Franklin Clubs of America.

Brother Coward, who runs a small newspaper at Lodi, Wis., says:

"Personally I feel that my membership in the Wisconsin State Franklin Club the past year has been a great inspiration to me. I have spent considerable time and money — for a "small fry" — in missionary work, but I feel that the increased earning power of my business, as a result of the helpful influence received, has much more than repaid me, even in dollars and cents; and I am sure it has given me a more exalted opinion of myself as a business man. So I am glad to contribute my small mite in the way of dues to assist in spreading the gospel."

Come on brothers, you who have not sent in your application to the new United Typothetae and Franklin Clubs of America, have the courage to do what "Cassius L." has done — help toward "spreading the gospel." The yearly dues that you might have to pay is no more to you than the mite Brother Coward is to pay. If you act in the same SPIRIT he has shown — and it is always the SPIRIT that counts — what wonderful things will then be recorded of the printers.

Dear printer friend, forget the past, look to the future, think only of the big things YOU can do, and that YOU can help OTHERS do, in clearing away old structures, in digging and laying new foundations deep enough, and broad enough, so that there may be erected the grandest organization that it has yet been the pleasure of man to behold.

With the consummation of the proposed amalgamation, we venture the assertion that at the New Orleans convention in October there will be assembled the representatives of the greatest number of employing printers ever organized into one body.

THIS CAN BE DONE BUT YOU MUST HELP.

So address the Secretary of the Ben Franklin Club of America, 1603 Monadnock Block, Chicago, for an application to new organization and **DO IT NOW.**

* * *

A NEWSPAPER BURNED OUT BUT "STILL IN THE RING"

Peotone, Illinois, suffered from a disastrous fire on May 8, making away, with many other establishments, the Vedette newspaper, power plant, newspaper press, stock, etc. Editor J. C. Adams, however, was not discouraged, but was out with a paper the next day, small in size — only two pages of three columns each, ten inches in length, worked off on a job press, but full of vim and optimism. Mr. Adams remembered this office with a copy of the diminutive sheet on which the following brief note was written: "Friend Herbert: This little paper tells its own story. We are still in the ring. See next page. Yours, Adams." The "next page" tells the story, not only of the loss but of that genuine helpful and fraternal spirit that has come to exist among newspaper publishers, as follows:

"We make no apology for this abbreviated number of 'The Vedette.' Indeed, we consider ourselves fortunate that facilities to print this sheet have been saved.

"When it was seen Thursday morning that 'The Vedette' office was doomed with the other business houses on the south side of Main street scores of friends assisted in carrying our movable property to places of safety. Racks, cases of type, cabinets, job press and all the smaller machines were carried to points outside the fire zone.

"Nearly all the news matter for 'The Monee Review' and 'The Vedette' had been set and was in galleys ready for the make-up.

"We saved the type but most of it is hopelessly pied. It will require many days of patient work to get things in working shape.

"Editors Stevens of the Beecher Herald and Decker of the Manteno Independent have kindly placed the use of their presses at our disposal. We appreciate their kindness and with the assistance of one of them expect to issue the paper in its usual form next week."

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass.

Even Primitive Humor May Pay

GEORGE E. CLARK, of Lakewood, N. J., writes me that he ran a double column ad in a local weekly paper, the Lakewood Citizen, as follows:

> $500 REWARD
>
> LOST — A small boy, about the size of a man, barefooted with his father's shoes on. He was last seen shoveling wind off the Post Office Building trying to earn enough to get
>
> A BOX OF THOSE FAMOUS
> WARDSWORTH WEEK END CHOCOLATES AT
> CLARK'S
> Opposite Depot

Now, wouldn't that ad jar the most broad-minded critic of modern advertising? And as to the many critics who claim that even the most exquisite humor has no place in advertising, what would they say to this? A prominent advertising manager, in a recent address, laid this "direct command" on his hearers: "Shun humor in advertising as you would the very devil." Strange to say, this man is truly humorous in the very successful advertising he writes himself. He does not indulge in horseplay, however, which is probably what he meant to advise against. But what would he think of such crude humor as that in the advertisement just cited?

It seems to be pretty bad. And not so bad as the line "$500 Reward" where there is no reward. And yet —

Mr. Clark writes me that this ad, which he ran in the paper, and also printed on 5,000 circulars, which he distributed "all over town," "greatly increased his business." "In one week," he affirms, "the business nearly doubled."

Such testimony as this makes the life of the ad critic anything but "a 'appy un." The captious cantankerous critical critic should remember that the advertising of chocolates sometimes does not require the "reason why," and that, whereas the poet, Horace, said, "It is pleasant to play the fool in place," so it is sometimes profitable, as are many pleasant things; and that while publicity would undoubtedly be an exact science if anybody understood the human mind in all its moods and tenses, and knew all about the when, and the how, and the how-often, and the when-never, and the good, and the bad (and the good-bad, which never!), we could make axioms that would be quite axiomatic.

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A "House of Ideas" With a Good One

Review Printing and Embossing Company, 501 South Dearborn Street, Chicago, "the house of ideas," sends a circular letter to other printers. The envelope and the letterhead are superbly printed, being such especially good examples of a combination of different styles of embossing and color scheming that I would like to give an idea of them — but not even a half-tone would do them that justice which is ever the aim of the conscientious critic. But I will give the wording of the circular, as a hint of a co-operative tendency — a sensible division of labor — among printers, that is in keeping with the times, and is calculated to give the ultimate consumer a better job if the Review folk pay as much attention to making covers as they do to the stationery announcing them. The letter:

> Gentlemen:
>
> Let's get right down to brass tacks.
>
> You want to produce printed matter that is superior, and you do. The problem that confronts you is, how can you produce better work?
>
> We will take, for example, a catalogue or booklet which you have in hand. Your ambition is to make this job a little better than any you have produced before. What will add most to its attractiveness? General improvement, both in the body and the cover.
>
> We shall have to leave the body to your skill and judgment. Now, why not leave the cover to OUR skill and judgment? There are reasons why limitations are placed on you in handling the cover.
>
> Our business is to produce, every day, printed and embossed covers that are superior. We have become experts. Our work-people are educated along these lines, and we have the equipment — plus brains.
>
> CONFIDENTIAL TRADE-WORK IS OUR SPECIALTY. The larger houses send us their particular work. They do it for a reason. Their customers demand perfection — we give it. Now why should not you benefit by the production of better work? We do the work and you get the credit. Let's talk it over.
>
> When may I call?
>
> Very truly yours,

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Windows and Other Mediums

"A thing that is worth putting in the window is worth advertising in the Record," says the Recordette, the house-organ of the Canon City (Colo.)

Record. Show window and newspaper advertising are two distinct forms of publicity. Both are good; and in many cases the one is a most useful supplement or complement to the other. But there are many cases in which the window is of itself a sufficient advertising medium for something the dealer has in a limited quantity, and can dispose of quickly through simply bringing it to the notice of the persons who pass the window. It would, therefore, be useless advertising to use the columns of the newspaper in addition to the window, and in the long run it does not pay the publisher to urge unnecessary advertising expenditure. The welfare of the advertiser should be the chief thought of the publisher; it means his own permanent welfare. A merchant in a good locality should not neglect window advertising, but even if he finds the window sufficient to advertise one thing, it is the newspaper that is the best medium for a number of things. And in ever so many cases a newspaper man should advise a merchant to use both window and newspaper. Many a time phrases like "See Our Windows," "See the Display in Main Street Window," should appear in the paper ad. A window display often induces the passer-by to come right into the store; and a newspaper ad often makes the passer-by notice the window, or even impels him to go a block or two out of his way to see it.

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"Pictures With a Purpose" Will Achieve It

Leaves of plate paper assembled between a heavy cover of light brown. Pages of pictures that will be a joy to the lover of modern art because of their delineation and their effective effects of tone and color. Here are some: Black and color. Black and gray with the one printing or comprehensive chromatic harmonies with three or four. Art and humanness. Form and spirit. Pictures, but as the title of the production specifies, "Pictures with a Purpose." Use is the purpose. Utility is a beautiful quality; modern advertising is useful, a beautiful science; the purpose of these pictures is to sell things, but sales-ship is, too, a beautiful and beneficent science.

"Pictures with a Purpose" is an advertisement of an "organization" — a good name, indeed, for the great Barnes-Crosby Company of Chicago, St. Louis, New York, Detroit, Cincinnati, Toledo, Milwaukee, Dallas, Kansas City, Cleveland, Moline, Minneapolis, Indianapolis, Atlanta. To organize is, says the Standard Dictionary, to bring into systematic connection and co-operation the parts of a whole. An organization without a useful purpose would be a disorganization. So the aim of the Barnes-Crosby Company is not merely to make pictures or even pretty pictures. As the firm reasons, anyone with a bit of temperament and a wisp of camel's hair can make a pretty picture. It takes more than a mere picture-maker to create the big ideas that dovetail with selling campaigns and are in perfect and hence useful harmony with their purpose — to sell to those whose interest it is to buy aright.

The four-color cover design for a catalogue, showing an attractive young lady seated in a chair and holding a copy of the catalogue at arm's length, has all the essentials of a modern cover design, of which the chief are beauty, simplicity, charm, meaning, and suggestion. There is a black and white three-column newspaper ad which would dominate a newspaper page, while occupying only a corner, and in which detail and delicate shadings have no place. A bold and striking treatment rivets the attention of the most careless reader to one big central idea. Such ads are naturally good for their purpose — that of impressing an idea on the mind of the casual newspaper reader. Excellent indeed is such an advertisement for a manufacturer's product like a new cigar. But this is not the only kind of newspaper advertisement that is good; and the elaborate ads of automobiles which the Barnes-Crosby Company show as examples of good magazine advertising are likewise suitable for newspapers. They attract the attention of the man who reads a paper in haste; and when he has time to read the arguments he will be likely to do so, if he is interested and sees the ad in another paper or another edition of the same paper. Such ads as these, moreover, are often clipped for future reading. And it should be remembered that many a busy man reads a newspaper very thoroughly at some hour of the day, who seldom or never has time to look at magazines, or at their advertising pages, if they are not forninst some of the "pure reading matter" pages. McClure's is wise in giving extra pages and columns of stories and articles, and running ads on the same or opposing pages; it can thus more effectively compete as an advertising medium with such periodicals as the Saturday Evening Post.

Some of the other attractive features of the Barnes-Crosby portfolio are:

A really attractive picture of children to advertise children's underwear. It is none the less a picture because it really advertises the underwear.

A combination of line and wash drawing for an automobile that really shows what the automobile looks like. There is a charm to the scenery setting that has all the delightfulness given by some of the most refined English etchers.

A true-to-life illustration of seamless hose which some might regard as unseemly. "It shows," says the caption, "the possibilities of utilizing the models which Barnes-Crosby Company retains in its art studios. It is a good ad; and evil be to him who even thinks Honi soit, etc.

An Advertising Magazine's Admission

For four years a very prominent paper in a city of the United States having over 100,000 population has been carrying an advertisement of its job printing department, headed "A Lawyer's Admission." It begins: "A prominent lawyer the other day said: . . ." What he said doubtless had considerable advertising force shortly after he said it; but "the other day" is an expression that should be expunged from an ad that has run without change for four years

Without change? Ah, no; there is the change wrought by the hand of Time on linotype slugs, faithfully caught in their daily deterioration by the papier-mache matrix. So the advertisement is about as bad a one typographically as it has, because of its age, become to those who have seen it for years.

What the prominent lawyer is said to have said is: "I attribute my success in securing a recent favorable decision in the Supreme Court as much to the clear and legible printing of the argument in my brief as to the legal points therein presented." Really, as I know that the point of time could not have been what is meant by the idiomatic expression "the other day" when the lawyer made the statement, I am in doubt as to whether he made it at all, or whether he is prominent, and I have my doubts as to whether the briefs were printed at the office, as the ad does not say so, and I rather distrust that ad, anyway, with its disreputable appearance, among the "fresh-every-day" composition, and, "which is worse,' I am afraid that lawyers and possible customers of the publication may distrust it likewise.

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THE ADVERTISING STATISTICIAN

Here's the most of an ad in the Saturday Evening Post that explains itself:

> **125,000,000 Explosions**
> **Inside Every Grain**
>
> Each grain of wheat or rice contains at least 125,000,000 starch granules.
>
> Each of these granules holds in its center a tiny bit of moisture.
>
> Prof. Anderson's process does this:
>
> It seals the grains up in steel guns.
>
> It applies to the guns 550 degrees of heat.
>
> It turns the moisture to steam, creating a pressure inside of each granule of 175 pounds to the inch.
>
> Then the guns are suddenly unsealed. The steam in each granule explodes.
>
> And those 125,000,000 explosions blast every starch granule to pieces.
>
> **Why It Is Done**
>
> Digestive juices can't act well on the solid granules.
>
> They must be broken. That's why grain is cooked, baked or toasted before one tries to eat it.
>
> But no mere cooking breaks up half the granules.
>
> So Prof. Anderson invented this process. It breaks up all the granules.

Now isn't it simply awful? Here we have been eating grains of wheat and rice in each of which less than 62,500,000 granules were broken up.

No wonder we have indigestion.

Says the ad: "Folks ate last year 250,000,000 dishes" (presumably of the grains, and inside of each there were 125,000,000 explosions).

So there is hope!

However, how many explosions to a dish? Kindly be a little more explicit.

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A ¶

Here in the American Magazine, is an ad of "A History of the American People (in five volumes) by Woodrow Wilson" — a gentleman with whom, let us trust, all the readers of the National Printer-Journalist are now pleasantly acquainted. The advertisers are Harper & Brothers — with whom, for considerably over half a century, we have, as Americans, truly admired.

Now, Harper & Brothers will "send you the entire set of five volumes, all charges prepaid, on receipt of $1.00"— and "then some." If you do not like the books, send them back at Harper & Brothers' expense, and get the dollar back.

Good enough advertising, with the exception of this phrase, in the description of the book:

"To read the first page is to read the five volumes."

Now, isn't that easy? You get the five volumes — read the first page — send them all back, of course — why in the name of common sense, if the paragraph be true, read anything more?

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O. HENRY, THE EDITOR

In an article entitled "O. Henry the Editor," by James Melvin Lee, director of the Department of Journalism, New York University, in the Book News Monthly for May, appears the following announcement from an Austin (Tex.) paper at the time O. Henry (William Sidney Porter) edited it:

> For the next thirty days and from that time indefinitely, whoever will bring two dollars in cash to The Rolling Stone office will be entered on the list of subscribers for one year and will have returned to him on the spot FIFTY CENTS IN CASH.

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AN APPRECIATED AD

Surely modesty and 'stemed-contemporary love could no farther go than in this leading editorial note from the Book Review Digest, concerning the ad in a paper with a somewhat similar name:

> Here is a good bit of advertising that has recently caught our attention:
>
> > "All the world's news without our views is the policy of the Literary Digest; 300,000 subscribers who see things as they are — Not as we think they should be."
>
> It is so apt and is so justly applicable to the journal to which it refers that we dare not allow ourselves to be envious or grudgeful — but we wish we had thought of it, or something like it, first, for it describes, too, the policy

of our Book Review Digest. For we also give the world's news (about books) without the intrusion of our own views. We present each month an impersonal valuation of the books of the day — telling you not what we think of them, but what the best critics judge them to be.

And the Literary Digest folks were modest, too, in their weird combination of rhyme and blank verse. Are the original thoughts of the editors of these papers such unprintably unthinkable thinks?

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A GOOD TALK TO STIR UP LOCAL ADVERTISERS

The South Town Telegram, which is evidently published in a suburb of Minneapolis, is one of those few suburban papers that really represent their district in a live, interesting manner, and which do not allow themselves to be obsessed by the nearness of the metropolis. Here is a straight talk that the Telegram gave the business men of South Town at the beginning of a season that is appropriate at any time, with the omission of the first clause of the first sentence. Such sensible messages as this should be used frequently by the "local" press. They undoubtedly help the papers and the business men who heed them, as they will do ultimately:

> With the beginnings of the fall trade peeping out, South Town business men should sit up and take notice. There is no use expecting the residents of this section of the city to go around with a microscope trying to find out whether this or that is sold in South Town. The only plan that will work is to keep everlastingly telling them what you have on hand. That is the way the up-town merchants get their trade. There is no reason why the people of South Town should be expected to adopt any different method in regard to the business men of the South Side. Tell them what you have, let them know what it costs, show them you can save them time and money by buying from you — and then they will come to your store.
>
> There are hundreds — yes, thousands — of people within a couple of blocks of Washington, Cedar, Riverside, Minnehaha, Franklin, Bloomington and Lake streets who scarcely suspect what there is for sale on those thoroughfares. Let them know where you are. Invite them to your store. Tell them about your bargains. Show that you want their trade just as much as it is wanted by the up-town merchants — and a little more, by the way — and they will begin coming to you. But if you sit and wait and expect them to hunt you up, you are going to be very sadly disappointed.
>
> It costs more to keep goods a year before selling them — and they get shopworn and out of style. You can't get business without asking for it — and the best way to ask is by attractive advertising. The Telegram has men who can help you prepare the right kind of ads. That assistance will not cost you a cent. Space is very reasonable — and it touches the very spot you wish to reach. Think it over.

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Double and single tours of Europe and foreign lands featured the prize list of awards offered by the Charleston, S. C., News and Courier, one of the oldest papers in the South, in its circulation campaign, which has just been completed. The campaign, which was one of the most successful ever held in that section of the country, was handled by the Northeastern Circulation Company, Inc., of Davenport, Iowa.

A PRIZE ARTICLE BY STUDENT ON PRINTERS' CONGRESS

This Communication is Sent Forth from the Office of
THE STUFF PRINTING CONCERN
The Modern Printing Place at the
Sign of the Dollar Mark, Corner
Fourth and Pike, Seattle, U. S. A.

Under the personal direction of Harry S. Stuff

May 9, 1913.

National Printer-Journalist, Chicago, Ill.

Gentlemen: Enclosed please find proof of an article on the coming Printers' Congress to be held in Seattle July 14-17.

This story is the prize winner in a recent contest at the University of Washington, Department of Journalism. If you care to use it or any part of it we will be pleased to have you do so, giving the young lady credit for the authorship.

The Seattle Convention will be a success — and it should go without saying that we expect you as well as the rest of the live ones to be with us.

Respectfully,
HARRY S. STUFF.

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The Pacific Coast Employing Printers' Congress at Seattle

By Blanche Krieger, Department of Journalism, University of Washington

The Pacific Coast Employing Printers' Congress to be held in Seattle July 14, 15, 16 and 17 promises to be just one rousing, ripping, roaring good time! Not that it's to be all one big celebration — not by a good deal, for there will be plenty of good solid business and profitable instruction — but there's going to be all kinds of an opportunity for a whooping good time on the side.

Appreciation of this doubly attractive program, combining valuable instruction with pleasant recreation, is being shown throughout the length of the coast. Letters of inquiry are coming in sheafs from Utah, Montana, Idaho, California, Oregon, and British Columbia, as well as from all parts of Washington, concerning the details of the convention. In fact, interest is running high, and everything promises a lively, entertaining, and profitable session.

The big bunch will get together July 15 and the contortions will continue until "early" on the night of the 17th, when the regular convention program will terminate. Then all ye merry visitors will don carnival attire and sally forth for their share in the big annual Golden Potlatch, which will just be blossoming into full vigor. During this three days' festival frivolity the worthy disciples of Ben Franklin will divest themselves of all surplus and encumbering dignity, and will sport about in holiday array reviewing the parades and rubbernecking with the best — and the worst — of them.

And even then, when the last horn has been tooted, the final shower of confetti flung, and another memorably picturesque Potlatch has passed into history, the Caxtonites will linger still and succumbing to the irresistible charm of a sweet mild Puget Sound summer, will make joyous pilgrimage to the shrines of natural beauty, so numerous in the Northwest — never so beautiful as at this time of the year.

This is the third annual get-together of this Western tribe. The first convention was held in Portland in February, 1911, and the second in Los Angeles last year.

It's double eagles to dimes that not one of the old guard is going to miss this session, while new converts are manifesting a degree of interest and enthusiasm which bodes well for the additional "pep" which they will inject into the gathering.

The California contingent, strengthened as to numbers and suffering, apparently, from an aggravated case of boostitis, are making an awful racket, and declare their intention of making the other delegations turn a deep dolorous ultramarine with envy at their brand new assortment of antics and stunts. For, true to custom, the outfit of Native Sons has promised to regale the brethren with an evening's entertainment of their usual — and own special — variety. Do you remember ——— ? Well, if you do recall their contribution in Los Angeles last year, there is no danger of your being eager to miss one like it this trip.

Portland, the Princess of Pulchritudinous Posies, otherwise known as the Rose City, desires withal to occupy no inconspicuous seat, but speaks for the center of the stage and the calcium glow. To substantiate her claim, she is sending an advance guard, occupying three special cars, within whose spy-proof compartments, plans are being deep-laid to back the other coast-city delegations off the boards with a whirl-wind display of spectacular and pyrotechnical polemics.

The Tacoma Gutenbergs are, almost but not quite, needless to say, coming over in droves. They are billed for Thursday, the 17th, the windup night of the convention and they're bragging that they've collected a bunch of warm material that'll warrant their playing more than a one-night stand. They're trying to have the Potlatch opening postponed so that they may continue their stunts without interference or competition right up to the final "curtains."

And Spokane, Vancouver, Victoria, Salt Lake — Oh, you'll hear from them.

The larger burgs are not going to have things all their own way, however. Ye ink-stained country editor will close up ye job office and hasten to foregather with others of his ilk at the big Seattle talk and fun-fest. From out the wilds of British Columbia, alone, will gather brother printers to the number of an hundred souls and over.

And "sister" printers, too, for that matter. For there is decidedly no law against bringing the ladies along. In fact, many of the women are quite serious in their threats of coming along to look after friend Husband. So much so, that the wives of the Seattle Employing Printers feel it their pleasing duty to take a lively interest in the matter and are making plans for the entertainment of a large number of them.

There will be one feature of the meet which will appeal quite as strongly to the Mrs. Eve as to the Mr. Adam of the party. This will be the occasion on which, the Everett delegation being in charge, the whole convention will be bundled, kits, cats, sacks and wives, aboard a big Sound excursion steamer and taken for a delightful ride up to Everett. Here they will be regaled by a good old-fashioned, inner man-satisfying, picnic lunch, and will then be turned loose to explore, without let or hindrance, the extremely interesting and vastly instructive modern mills of the Everett Pulp and Paper Mill Company.

So don't miss the chance to attend. You will have just one regret: that'll be that you hadn't attended the convention last year. Every one is going to get a lot of help and to give a lot more, and besides all the serious work that may be done, there will be enough diversion in the lighter vein to send the whole crowd home acutely conscious of having had the time of their fair young lives.

A VETERAN EDITOR DIES

William Tucker, aged 70, president of the Bessemer Printing Company and former editor of the Ohio Valley Manufacturer and the Steel Age, died on Thursday afternoon, April 24, at his home in Sherman avenue, Pittsburgh. Mr. Tucker was a member of Company H, First West Virginia Regiment, during the Civil War. He was a member of the Grand Army, Sons of the American Revolution, Union Veterans Legion, Master Printers' Association, Pittsburgh Typothetae, North Side Chamber of Commerce and the Unitarian church. His widow survives.

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IN HONOR OF WILLIAM TUCKER, DECEASED

April 25, 1913.

A special meeting the Executive Committee of the Typothetae of Pittsburgh was held on Friday afternoon, April 25, the committee having been called together by President H. P. Pears for the purpose of expressing the extreme sorrow of our association over the death of our beloved fellow member, William Tucker.

The following resolutions were unanimously adopted:

"Whereas, It has pleased Almighty God to claim for his own our beloved associate and fellow member, William Tucker, a loyal, upright, and active member of the Typothetae of Pittsburgh; therefore, be it

"Resolved, That the Executive Committee of the Typothetae of Pittsburgh for itself and on behalf of the entire membership, express to the family, associates and friends of our brother, our great sorrow over the loss of one whose passing is an individual and personal loss to every one of us. May we all so live that when the Grim Reaper shall summon us, it may be said of us, as we say of William Tucker, 'There was a man and a printer.'

"GEORGE R. DORMAN,
Chairman Committee.
"W. WADE MILLER,
"A. E. DAVIS."

William Dorman was born in Monongahela county, West Virginia, in 1843. He was a veteran of the Civil War, and a member of the G. A. R., Union Veterans' Legion, and the Sons of the American Revolution. He was identified with printing and publishing for more than thirty years in various sections of the country. About eight years ago he located in Pittsburgh, where he established the Bessemer Printing Company, of which he was the head until the time of his death, which occurred Thursday, April 24, 1913, at his home. He was prominent in the public affairs of the city, and was a member of the Chamber of Commerce. He was a loyal and consistent member of the Pittsburgh Typothetae. His sterling integrity, rugged honesty, and pleasing personality, won for him a host of friends who deeply mourn his loss.

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Mr. J. E. Britton, secretary of the Gary, Ind., Ben Franklin Club, reports that the work of collecting printers' accounts, which have been outstanding for a long time, has been progressing very nicely. Accounts that have been standing on the printers' books for several years have been collected. He reports the printers generally in better condition than they have been for years.

When the printers of a small town like Gary, Ind., hire a secretary to look out for their collections, and credits, their bookkeeping and Cost Finding Systems, it certainly shows the right kind of progressive spirit. What they are doing could well be followed by printers in larger cities.

NATIONAL PRINTER JOURNALIST
1891
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate
WM. E. HERBERT - Supt. of Mechanical Department

Official Paper of the National Press Association
Member Ben Franklin Club of America, Chicago Trade Press Association, Illinois Press Association, Order of Pica, New York State Press Association.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO, JUNE, 1913

Those who know and do not, are as foolish if not as culpable as those who, wrapped up in the mantles of their indolence, selfishness and conceit, do not even seek to know. The latter miss the pleasure that seeking knowledge and knowing bring and are possibly more injurious in their examples of dull sordidness, but as far as any good is concerned to themselves or others, are about on a par with the former.

The miser or non-user of his knowledge may exhibit a refined selfishness but is hardly less culpable than the wilfully and neglectfully ignorant.

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The facts given by "P. R." in the article published this month under the caption, "Ohio Printers Give Away Nearly Five Million Dollars in 1910," seem almost unbelievable, yet the writer has the carefully prepared records of the United States census back of him.

Ohio is now awake and it is not probable that the printers of the state will make another such record, but in how many other states are the printers improving over the reckless business methods of 1910? It is well for the printers and publishers to be public spirited and benevolent, but it is doubtful whether the loss of $4,812,620.00 by careless, unthrifty, inefficient business methods can be charged up to either public spirit or benevolence. The printers certainly get no credit and are rather blamed and disgraced. Charity that does not begin at home or that is not voluntary is without either merit or honor.

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Whoever does not study the papers by Herbert L. Baker, of New York City, and by Arthur E. Southworth, of Chicago, published in this issue of the National Printer-Journalist, fails in the opportunities afforded for clear understanding of the means of greatest possible improvement and misses richest feasts of practical wisdom.

He who, having studied, does not improve his business methods along the lines suggested, will show a stolidity as to his calling and worthy success therein that will deserve to be denounced as culpable.

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While we congratulate ourselves this month, as in the past, over the great amount of valuable matter that we have been able to give — probably all that our readers will read, study, digest and apply — we have left out more that we would have been glad to present.

In order to have a perfect understanding with our readers, we wish to state once more that we have adopted, during the past few years, the omission of news with regard to conventions, editors and printers, that we have reason to believe our readers will receive through weekly publications that are distributed free by plate, ready-print, and other houses or by organizations, confining this paper more to the teaching of principles and giving valuable and inspiring truths, ideas and experiences, rather to the giving of news and personals, however much we may be interested therein, excepting so far as such news may contribute to the usefulness and success of organizations that are working for the benefit and improvement of printers and newspaper makers.

The National Printer-Journalist is printed not to jolly or to flatter, but for the purpose of being helpful. We hope the plan adopted will be fully appreciated, for it is followed with some sacrifice to our own feelings, as we do like to give news of human interest, to be in close personal touch with men and to say kindly words about them personally and to tell of their whereabouts and their doings.

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The wonderful opportunities for securing practical knowledge, and the increasing interest in the seeking after better methods, more just, scientific and effective, are matters for congratulation, to which we have had occasion, from time to time, to call attention.

When printing establishments and newspaper offices are put to the test, however, it is a little discouraging to know how many have failed, either fully to appreciate or to put in practice the important principles that have been taught. In contemplating these conditions, our mind runs back to our early Bible teachings and we realize that men, with all the wisdom of the past and of the advancing present within their grasp, are very much as they were nineteen centuries ago.

There are many hearers of the truth, but too few doers of the word. Everything that pertains to human life and to one's relations with other human beings and with the community, city and state, whether as citizens, employers or customers, should be considered important and sacred — calling for action as much as for knowledge. Neither knowledge, theory or belief will make a man successful, nor meet the requirements of a vocation nor fulfill the obligations one owes to his business, to himself, to his family, his community or his country.

The duties of life are just as incumbent on one man as another. They include and mean efficient, intelligent, honest performance. It is pleasant to learn, to attend conventions and cost congresses and to read journals devoted to the callings, but the crux is in being doers, not simply hearers, readers or learners. Learning is a means to an end and what is heard or learned must be kept in mind and made a part of every-day life and work, whether one be a printer or editor, a follower of some less important calling, or be merely a public official or servant. The lives that are lived, not the truths that are known, determine the usefulness and character of the vocations followed and fix the destiny of individuals and their successors, as well as of communities and nations.

St. James, in A. D. 60, wisely wrote, under Divine inspiration: "But be ye doers of the word and not hearers deceiving your own selves. For if any be a hearer of the word, and not a doer, he is like unto a man beholding his natural face in the glass; For he beholdeth himself, and goeth his way, and straightway forgetteth what manner of man he was. But whoso looketh in the perfect law of liberty (or of business which giveth honest independence, liberty, power, influence, helpfulness, encouragement and worthy, inspiring example and success) and continueth therein, he being not a forgetful hearer but a doer of the work, this man shall be blessed in his deed" and he will bless all who are dependent upon or associated with him.

An unprofitable, impoverished or pauperized printing or newspaper office, like an impoverished farm, is a curse to the owners and to the community and the state. Pauperized work is criminal and pauperized workers are curses and menaces to themselves, to their dependents and to society.

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The increasing interest, both in the professional side of newspaper making and in proper training therein, is one of the encouraging developments of the modern progress. The School of Journalism, of the University of Wisconsin, took advantage of the exhibition of the National Printing-Journalist at the Advertiser's Exposition in New York City to show some of the methods used and work done in teaching practical journalism in Wisconsin.

This newspaper school exhibit attracted attention from the first and the interest increased until during the last two days it became absorbing to such an extent that the paper had to occupy second place and our representative was mistaken for a professor in the school. There really should have been one of the teachers on hand to explain. We had opened our booth to all the newspaper schools and we showed a half dozen or more recent books on newspaper making, enough to prove that the interest in works on newspaper making is increasing.

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Editor Herrick to Tour Europe

Most of the members of the National Press Association remember, with feelings of kindliness and appreciation, Editor John P. Herrick, of the Bolivar, N. Y., "Breeze." His "Breeze" proved a richly laden harvest zephyr, bearing the aroma of full fruitage and successful garnering.

His success illustrates that it is not the size of the town but the size and character of the man that insures the winning of prizes in newspaper life. He was always up and doing, still achieving, still pursuing. In other words, he has been a live wire. He was always awake to every opportunity for improvement or betterment.

As a member of various editorial organizations he was always active, gathering knowledge that he garnered and used. He has taken, read and profited by the National Printer-Journalist, putting into use the truths, plans and teachings contained therein and now after visiting all parts of his own country as a member of the National Press Association, he is going to have a vacation and distribute some of his surplus of wealth among the needy peoples of Europe in exchange for what he can gain through travel and observation abroad, and the following is what one of his esteemed contemporaries has published with regard to the young newspaper man who has shown that "where there is a will there is a way" to signal success to a newspaper man, even in a small city of less than two thousand people:

> John P. Herrick, of the Bolivar Breeze, the able journalist and level-headed business man, who has demonstrated the possibility of running a country newspaper and making money at the same time — in real estate and oil — is going abroad. He will sail from New York on the White Star liner Olympic, on May 24, for a vacation trip to Europe. His plans are to see the most interesting sights in France, Germany, Switzerland, Italy and England, remaining abroad two months or more. This will be Mr. Herrick's first trip across the water. He has always believed that before going abroad a good American should see his own country. During the past 20 years Mr. Herrick has visited every part of the United States, traveled over Canada, the West Indies and Old Mexico, and is now looking forward with great interest to the moving picture that greets the eye of the visitor to the old countries that lie on the other side of the Atlantic ocean. Wish he could find time to tell the Blizzard family about his trip, as he knows how to do it interestingly.

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Prof. Frank L. Martin will occupy the position of Dean of the School of Journalism of the Missouri State University during the absence of Dean Williams, who is improving a year's furlough by travelling with his family in Europe.

Prof. Martin is abundantly fitted for the responsible place, both through knowledge and experience, as is shown in part by his work in the school and partly by the standard book on journalism which he collaborated with Dean Williams.

Newspaper Week at the University of Missouri

By C. M. Elliott

NEW journalism, a journalism of service, was the keynote of Journalism Week at the University of Missouri, May 12-16. Speakers from eight states were present. Topics from the cost system in printing to the writing of editorials and making of cartoons were discussed. The total attendance was estimated at about three hundred.

Some of the speakers were: Governor Elliott W. Major of Missouri; Lieutenant-Governors William R. Painter, of Carrollton, Mo., and Barratt O'Hara, of Chicago; James Schermerhorn, of the Detroit Times; Dante Barton, of the Kansas City Star; Erwin Craighead, of the Mobile, Ala., Register; M. D. Hunton, special advertising representative from New York; E. P. Adler, president of the Lee Syndicate, Davenport, Ia.; Julius Schneider, advertising counsel for the Chicago Tribune; J. C. Woolley, advertising manager for the General Roofing Company, of East St. Louis; John T. Barker, attorney-general of Missouri; S. E. Kiser, humorist of the Chicago Record-Herald; Mrs. Sarah Tyson Rorer, contributing editor of the Ladies' Home Journal; B. H. Reese, of the St. Louis Star; Miss Clara Chapline Thomas, of the Minneapolis Tribune; E. N. Smith, of the Kansas City Post; Robert Minor, cartoonist for the St. Louis Post-Dispatch; B. B. Herbert, of the National Printer-Journalist; Herbert L. Baker, lecturer at the Harvard School of Printing; C. A. Shamel, of the Orange Judd Farmer, and Wright A. Patterson, editor-in-chief of the Western Newspaper Union.

Group of Missouri Editors and Attendants on Journalism Week at the University of Missouri

Seven press associations held informal meetings in Columbia during Journalism Week — the Missouri Women's Press Club, the Southeast Missouri Press Association, the Northeast Missouri Press Association, the Northwest Missouri Press Association, the Southwest Missouri Press Association, the Missouri Press Association, and the Association of Past Presidents of the Missouri Press Association.

The number of women at this Fourth Annual Journalism Week was larger than ever before. Not only did the women editors of Missouri attend, but also the women of the city who were anxious to hear Mrs. Rorer, of cook-book fame, talk on "Special Writing," or Miss Thomas, who signs her name as a man and writes editorial paragraphs for the Minneapolis Tribune, tell about "City Journalism for Women" and Mrs. T. E. Dotter, of the Sullivan, Mo., News, tell of "Country Journalism for Women." B. H. Reese, managing editor of the St. Louis Star, spoke on "Women Readers and Women Writers." Mrs. Emily Newell Blair, of Carthage, Mo., told of "The Field of the Special Writer."

Mrs. Rorer said that men cannot write special articles for women, that she can tell a man's writing by reading between the lines. She spoke of the many fields open to women writers. In a later talk at a banquet given to all visitors by the Columbia Commercial Club Thursday night, Mrs. Rorer spoke from the viewpoint of a cook.

"Every woman can find a higher place in her own home than in any man's newspaper office," she said. "The highest title that can be given a woman is that of mother."

The week opened with an address on "The Profession of Journalism," by Edwin Craighead, editor of the Mobile, Ala., Register. He characterized journalism as the guiding profession.

A talk on "Newspaper Illustration — the Cartoon," by Robert Minor, of the St. Louis Post-Dispatch, proved highly interesting. "A cartoonist must do more than illustrate," he said. "He must be an inventor and see in news a significance that cannot be expressed in words. A picture that does not express something beyond the power of words is no good."

Dante Barton, an editorial writer on the Kansas City Star, spoke at the University Assembly on "The New Editorial." "Can a newspaper be entirely fair in its editorials? Yes, I think I can," said Mr. Barton. "The writers for the newspaper today are compelled to compromise themselves less than any other class of men. The fact that most of them write anonymously gives them greater freedom to express their views; they write more assuredly and more forcefully."

Left to Right—Lee Shippey, Higginsville (Mo.) Jeffersonian; Maurice Hicklin, University Missourian; S. E. Kiser, Chicago Record-Herald; C. R. Schaffer, Kansas City Star.

Wednesday was advertising day. "The Newspaper's Special Advertising Representative" was the subject of a talk by M. D. Hunton, of New York. "The qualifications of a successful advertising man," he said, "are the possession of a lot of technical and minute information, a genial address and the ability to write forceful and entertaining business letters." In the general discussion which followed his talk he suggested that the newspaper men of all the large towns and small cities of Missouri combine and hire a special advertising representative who should secure national advertising for their papers.

E. F. Adler, president of the Lee Syndicate, which conducts five daily newspapers in Missouri, Iowa and Wisconsin, told of the advantages of combining newspapers in this way, though not restraining them in any way editorially.

"The Problem of Retail Advertising" was the subject of a talk in the afternoon by Julius Schneider, advertising counsel of the Chicago Tribune, who is an expert on retail store advertising.

"Service in advertising is common in the best papers," he said. "It is opening new fields to many workmen. Advertisers are learning that there is more to be gained by legitimacy. A public awakening is driving the fakes to the last ditch and their last stand."

In the evening Attorney-General John T. Barker spoke on "Newspapers and the Law," and J. C. Woodley, advertising manager of the General Roofing Company, of St. Louis, and a member of the Vigilance Committee of the Associated Advertising Clubs of America, spoke on "The Policing of Advertising." He illustrated his talk with slides, showing examples of dishonest and fake advertising. Fake bargain sales, patent medicines, fraudulent mining and land schemes, quack doctors who scare people into thinking they are sick when they are not — all these were exposed by Mr. Woodley.

Thursday at University Assembly Governor Major of Missouri spoke on "The Newspaper and the State," and S. E. Kiser, humorist and "writer of poetry that is read" in the Chicago Record-Herald, spoke on "Humor in the Newspaper." Mr. Kiser's talk was continued in the Journalism Building and it was impossible to accommodate the crowds that wanted to hear him. "Write down what you hear and describe what you see" is his advice to would-be humorists.

Left to Right—Ovil Bell, President; Lewis W. Moore, Recording Secretary, and H. J. Blanton, Corresponding Secretary, Missouri Press Association

Barratt O'Hara, Lieutenant Governor of Illinois, and W. R. Painter, Lieutenant Governor of Missouri, Both Newspaper Men

J. West Goodwin, the Oldest Newspaper Man in Missouri

Lieutenant-Governor Barratt O'Hara of Illinois spoke Thursday afternoon on "How the Reporter May Help." He advocated a law which he has introduced in his own state for placing the reporter on his own individual responsibility as a professional man by licensing him. He also said that the reporter had made three-fourths of the national statesmen and four-fifths of the county leaders and he believed it was time for the reporter to step in and take a hand in govermental affairs himself. He told of the good influence the press had had in aiding the Illinois Vice Commission.

Thursday night the Commercial Club of Columbia gave a banquet for all the visitors. About three hundred persons attended. J. P. Hetzler, vice-president of the club, introduced Dean Walter Williams of the School of Journalism of the University of Missouri as toastmaster. S. E. Kiser, the Record-Herald humorist; Mrs. Rorer; Ovid Bell, of the Fulton, Mo., Gazette, president of the Missouri Press Association; H. L. Baker, New York City, lecturer in the Harvard School of Printing; Miss Thomas; William Southern, Jr., of the Jackson, Mo., Examiner; W. P. Moore, mayor of Columbia; A. N. Lindsay, secretary of the Missouri Federation of Commercial Clubs; Judge John R. Hairston, of Fayette, Mo., and Barratt O'Hara were the speakers.

All of the speakers congratulated Dean Williams on the close of the fifth successful year of the School of Journalism. "The idea of a School of Journalism was one that took courage to back," said Mr. Baker. "It drew the jibes of newspapers from all over the country at first. I come 1,500 miles to pay a tribute to Dean Williams for his achievement. The Missouri School of Journalism is attracting more attention to this university than is paid to any other university in the country."

Mr. O'Hara made a plea for decency in newspapers in his talk which closed the evening's program.

"The Art and Cost of Printing," by Robert L. Baker, of New York; "The Newspaper and the Farmer," by C. A. Shamel, of the Orange Judd Farmer, Chicago; a talk by Jewell Mayes, of the Richmond Missourian, and "How the County Newspaper May Help Itself," by Wright A. Patterson, editor-in-chief of the Western Newspaper Union, made up the program for Friday morning.

In the afternoon B. B. Herbert, editor of the National Printer-Journalist, spoke on "A Cost System for a County Newspaper."

He said that a reliable cost system was necessary to the protection of the printer from loss, failure and humiliation. Printers had been nearly two thousand years behind builders in understanding the importance of knowing the cost. The Great Teacher, the son of Joseph, the carpenter of Nazareth, as recorded in Luke 14-28, asked an enlightening question as to cost finding: "For which of you, intending to build a tower, sitteth not down first and counteth the cost, whether he hath sufficient to finish."

Had, in the economy of Heaven, the Great Teacher, who illustrated His teachings by things familiar to Himself and to His hearers, been sent in this day and been raised as a member of the family of an up-to-date, efficient printer, He probably would have said: "Which of you upon taking a contract for printing sitteth not down first and counteth the cost, whether he can complete the work at a price satisfactory to his customer and profitable to himself."

In order to count the cost there must be some accurate means of reaching results, and no other means have been found among printers so reliable as the standard hour cost, that allows for lost hours and for every item of overhead and other expenses, taking into full account the man and the equipment. He rapidly traced, by the use of the black-board — on which a student of the School of Journalism placed the items and figures furnished by those in attendance, and made the computation — the steps by which the standard hour cost was reached.

He spoke of education of customers up to a desire to pay full cost and to be too honorable and high minded to make good their church obligations by asking the printer to do printing free, and quoted the example of King David, as recorded in I Chronicles, 21st chapter, 24th verse, when Ornom, the Jebusite, had offered to donate the oxen and the fuel for David's sacrifice to the Lord, but King David being honest and a man of sincerity replied: "Nay but I will verily buy it for the full price: for I will not take that which is thine for the Lord nor offer burnt offerings without cost."

It is a text that should be put in large type and hung in every print shop. Honest business men are always willing to pay actual cost with a living profit and one great value of a reliable cost system is, to be able to show to honorable customers, and no others are profitable to a printer — what is the actual cost of production.

Printers are called on, by reason of the close relations of the business to all worthy institutions and benevolences of the community, to make contributions but should ever insist on pay for work. However, donations are legitimate charges against the business and should go with the other expenses, including subscriptions to trade papers, association expenses in computing the hour cost.

The newspaper, as to its mechanical production, should be treated as a job of printing; after ascertaining the cost as a job, the other items of editor's salary, cost of gathering news, etc., must be added, and the entire cost having been obtained, it will be possible to ascertain the cost of every column or inch in the paper, and to know how much must be charged for advertising space to pay cost and reasonable profit.

"The County Newspaper Field — News," by H. F. Childers, editor of the Columbia Herald and the Troy Free-Press, and "The County Newspaper Field — Circulation," by Ben L. Peery, of the Albany, Mo., Leader, were subjects of discussion in the afternoon.

During the week the problems of the country newspapers and city newspaper were both discussed informally, nearly everyone present taking part. Students in the School of Journalism were also given an opportunity to express their appreciation of the week.

'Testing the Beatitudes — A Twentieth Century Experiment in Journalism" was the subject of a remarkable address by James Schermerhorn, of the Detroit Times, which closed the meeting Friday night. "A paper based on the Sermon on the Mount" is his ideal and he says that in seven more years he will know whether or not it is possible to make a success financially.

There were many social events during the week for the visitors. J. A. Hudson of Columbia entertained the past presidents of the Missouri Press Association at his home Monday night. Tuesday night the women in the School of Journalism gave a dinner for the visiting women and Wednesday afternoon they gave a tea at the Delta Gamma House. Tuesday afternoon there was an automobile ride about the city, given by the Columbia Automobile Club. Wednesday and Thursday the visitors were the guests of the University at the Oklahoma-Missouri ball game, where they saw the Tigers win. Wednesday evening the Kappa Tau Alpha, honorary journalism fraternity, entertained with a dinner . The Commercial Club gave a dinner Thursday night. Tuesday and Friday nights the Dana Press Club gave informal smokers at their house on Maryland place, where opportunity was given to meet the visitors. The faculty of the College of Agriculture also took the editors for a trip over the college farm Wednesday afternoon.

It was a successful Journalism Week.

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Program of National Press Association

COLORADO SPRINGS, JUNE 17, 18, 19, 1913

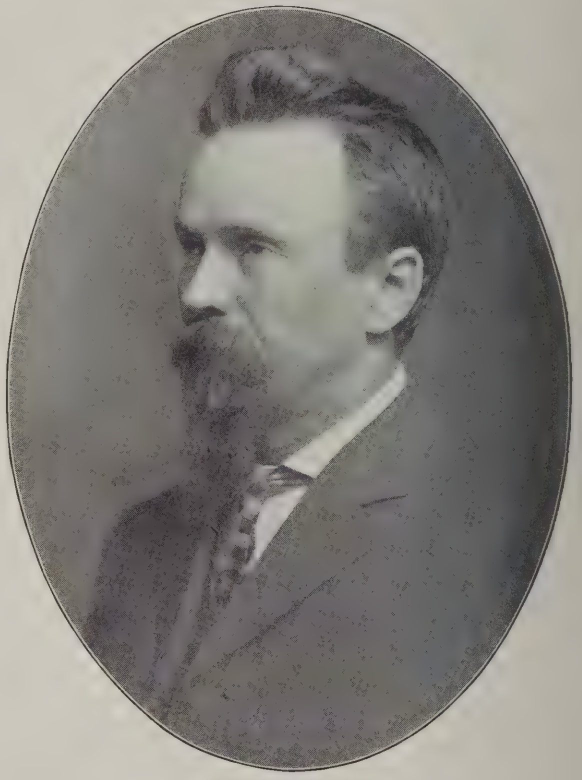
Tuesday, 9:00 A. M.

Opening of Association Meeting.
Address of Welcome.
Response.
President's Address.
Appointment of Committees.
"Laws That Club the Press."
Mrs. L. R. Eastwood, Herald, Watertown, S. D.
"A Woman's Experience of Journalism,"
Mrs. Juliet V. Strauss, Country Contributor of the Ladies Home Journal, Rockville, Ind.

Tuesday, 1:30 P .M.

Country Weekly Department

Frank O. Edgecombe, Chm., Nebraska Signal, Geneva, Neb.



FRANK O. EDGECOMBE
Geneva, Neb.
Chairman Country Weekly Department National Press Association Convention

J. Byron Cain, Secy., News, Belle Plain, Kan.
"The Next Step in State Organization,"
E. R. Purcell, Chief, Broken Bow, Neb.
"The Ad Club in Our Town,"
C. E. Curtice, Miner and Mechanic, Neosho, Mo.
"Cash in Advance Subscriptions,"
Will Curtis, Plaindealer, St James, Minn
"Uncleanliness vs. Cash in the Printing Business,"
Walter Walker, Daily Sentinel, Grand Junction, Colo.
Address—
Mrs. Midwell Crampton Wilson, Citizen-Times, Delphi, Indiana.

Wednesday, 9:00 A. M.
General Association Meeting

"Benefits of the N. P. A. to its Members,"
G. W. Hughes, Register, Clinton, Ill.
H. C. Hotaling, Enterprise, Mapleton, Minn.

"The Necessity of a Business Organization, National in Its Scope, for the Country Publisher,"
Arthur A. Hay, Post, Camas, Wash.

Wednesday, 1:00 P. M.
Cost Department

H. S. Neal, Chairman, School of Journalism, University of Kansas, Lawrence, Kansas.

"The A, B, C of Cost Finding."
Mrs. Anna Flemming Harmon, Leavenworth, Kan.

"Cost System Work and Efficiency."
E. E. Sheasgreen, Secretary Ben Franklin Club, Chicago.

"Country Newspaper Costs."
Charles E. Brown, Republican, Horton, Kansas.

"Cost Finding as a Credit Asset."
Frank Barhydt, Kansas City, Missouri.

"Publication Costs."
C. D. Traphagen, Lincoln, Nebraska.

Wednesday, 1:00 P. M.
Daily Paper Department

George B. Lockwood, Chairman, Evening Press, Muncie, Indiana.

"The Newspaper in Politics."
Warren G. Harding, Star, Marion, Ohio.

"The Newspaper in Public Morality."
George D. Lindsay, Daily Chronicle, Marion, Ind.

"Making a Small City Daily Pay."
Guy U. Hardy, Daily Record, Canon City, Colo.

Address.
Charles J. Downey, Mining Record, Denver, Colo.

Thursday, 9:00 A. M.
Educational Department

Charles Dillon, Chairman, School of Journalism, Kansas Agricultural University, Manhattan, Kans.

Frank L. Martin, Secretary, School of Journalism, Missouri University, Columbia, Mo.

"What Newspapers Can Do."
George Haugh Perry, New York City, Director of Exploitation of the Panama-Pacific Exposition.

"Liberty of the Press."
Judge Smith McPherson, of the U. S. District Court of Iowa.

"Dignity of Journalism."
Merle Thorpe, School of Journalism, Lawrence, Kans.

"The Unhappy Humorist."
Irvin S. Cobb, Humorist of the New York World, New York City.

"Accuracy in Newspapers."
Fred R. Marvin, Leader, Pueblo, Colo.

Thursday, 1:30 P. M.
General Association

Reports of Committees.
Miscellaneous Business.
Election of Officers.
Adjournment.

* * *

"Just Like an Old Friend"

St. James, Minn., May 1, 1913.

National Printer-Journalist, Chicago, Ill.

Dear Sirs: Enclosed find my check for $2 for another year's subscription to your most excellent magazine. I have taken it so many years that it seems just like an old friend, and I don't wish to get along without it.

Yours truly, Will Curtis.

Orno Strong, Deceased

The news of the death of Orno Strong, editor of the West Coast Trade, Tacoma, Washington, came as a shock to this office and brought sorrow to many of his newspaper friends throughout the nation. We had recently had correspondence with him in regard to his publication in which he contemplated certain changes and improvements. In writing, he spoke of the complete recovery of his health. He had not been in good health at the time of his removal from Michigan, many years ago, but completely recovered, finding life on the coast especially beneficial to him. We first knew Mr. Strong as a newspaper man in Michigan. He attended the meeting of the National Press Association at Cincinnati in 1886, and again at Detroit in 1889, and also many subsequent conventions, keeping up his interest in and attendance upon the conventions after his removal to the west. We remember especially at Hot Springs, Arkansas, where he made a brief, extemporary address that showed the depth of his friendship and the kindliness and tenderness of his heart, and again at New Orleans, in 1910, the occasion of the Silver Anniversary of the National Association, where he manifested his deep and abiding interest in the organization and its membership, and the history that had been made and the work that had been accomplished.

In Michigan, Mr. Strong was editor and publisher of the Nashville News, to which he gave the high character as a leading home paper, which it still retains. He made the West Coast Trade a power for the upbuilding of the state of Washington and the Pacific coast, maintaining branch offices at both Spokane and at Portland, Oregon.

The annual numbers of his paper were especially noticeable and we have had the pleasure of giving extensive and favorable review of the same in the National Printer-Journalist.

On April 27 last, he addressed a meeting of young people at Walla Walla, relates The Michigan Bulletin, and to all appearances was in the best of health, when suddenly he stopped and fell and died almost instantly. Heart disease was given as the cause of his sudden end.

We know little of his early life, but what matters; he lived nobly, worked for the good of his fellowmen and the upbuilding of the communities and the states where he lived, and died just as he had completed a last effort, through kindly words of counsel and advice, to aid young people to better meet the duties and enjoy the healthful, worthy affairs and pleasures of life.

* * *

ERRATA

On page 323 of the May issue of the National Printer-Journalist, there was a mix-up as to the specimens in the plate printed at the bottom of the page, credited to Brown Printing Company, Denver, Colorado. Mr. Ernest Edwin Adams, of Toronto, should have had credit, as is indicated by the text accompanying the plate and in the reference to "the printing department of the Y. M. C. A."

These specimens were problems in the International Typographical Union course in printing and sent out by Mr. Adams with his other work. The text read: "Ernest Adams sends another lot of beautiful work from the printing department of the Toronto Y. M. C. A. This work is so well designed, so clear cut, so thoroughly craftsmanlike, that I am delighted."

Under the cut was the line, "Some Admirable Specimens from Brown Printing Company, Denver, Colorado," a firm existing only in the imagination of Mr. Adams and used for typographical purposes in some of the specimens.

JOURNALISM CONVENTION MEETS IN MADISON

Fourteen Universities Are Represented by Scribes at Fraternity Meet

At the national convention of Sigma Delta Chi, the honorary journalistic fraternity, which closed last week at the University of Wisconsin, the following officers for the ensuing year were elected: president, Chester C. Wells, of the University of Wisconsin; vice-president, S. H. Lewis, of the University of Kansas; secretary, Roger F. Steffen, of Ohio State University; treasurer, Robert C. Lowry, of the University of Texas; national historian, Lee A. White, of the Detroit News-Tribune.

Hamlin Garland, the author, an honorary member of the fraternity, was the principal speaker at the convention. Joseph E. Davies, just appointed commissioner of corporations by President Woodrow Wilson, who is also a member of the fraternity, delivered an address on the power of the press in politics.

LEAST FLY CATCHER'S NEST

Collection, H. W. Fay,
De Kalb, Ill. Photo by Rowley.

The delegates and the universities they represented were as follows: Lawrence H. Sloan, Pulitzer School of Journalism of Columbia University; Roger F. Steffen, Ohio State University; W. P. Green, University of Denver; Robert C. Lowry, University of Texas; Frank Pennall, Lee A. White and L. N. Burnett, of the University of Michigan; Allen Dillingsley, DePauw University; J. A. Williams, University of Kansas; Carl F. Veisberg, University of Virginia; F. Lewis, representing the Universities of Oregon and Washington; Frank Mason, of Ohio State University; George Burgh, University of Illinois; Ward Neff, University of Missouri; and Arthur Hallam, of the University of Wisconsin.

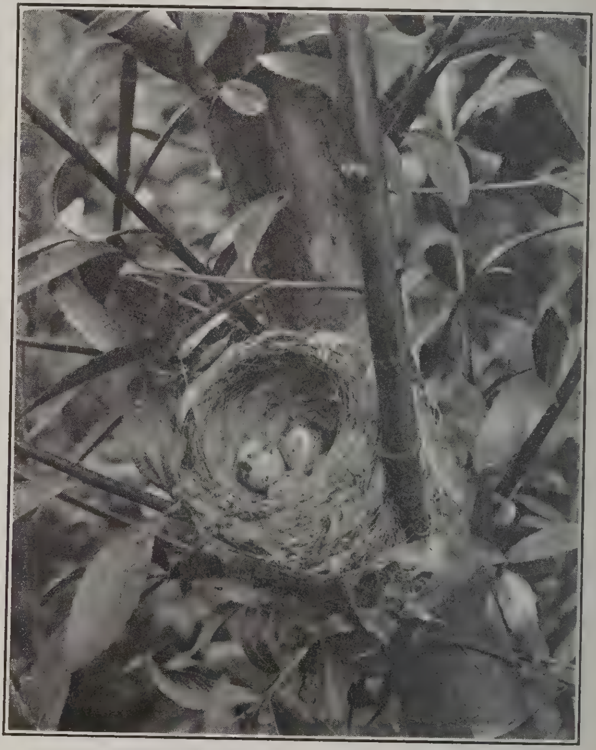
The convention closed with a dinner at the Park Hotel. During the banquet a cablegram was received from former Governor Chase Osborne of Michigan, a former president of the fraternity, who is now in central Africa.

LEAVE OF ABSENCE

Dean Walter Williams, of the School of Journalism, University of Missouri, has been granted a leave of absence by the trustees of the university for one year and will start with his family, on June 15, for a tour of Europe, possibly to be extended into a trip around the world. The good wishes of his pupils, his friends in Columbia and his associates in the university as well as of thousands of editors throughout the nation will go with him, with hopes for a prosperous, joyous voyage and a happy homecoming.

The Dean has worked untiringly, intelligently and successfully, during the past five years for the building up of the school of which he is the loved and honored head.

He has given, through his efforts, an enviable fame to the University of Missouri, which without the School of Journalism, the famed Newspaper Week each year, which he originated, and his persistent and peerless efforts, could not otherwise have been possible within the century.



SPECKED BEAUTIES

From Historic Collection,
H. W. Fay, De Kalb, Ill.

Th educators in journalism and the newspaper press of the whole country owe to him a very great debt of gratitude. His work has been not only of great benefit to the newspapers, but, in the results that have been realized and in the greater good that is to come, all the people are indirectly sharers and beneficiaries. A noble press, wisely, knowingly and conscientiously conducted, is the greatest blessing possible to a free, intelligent, self-governing people. Without such a press, good government, with all the rights of the people maintained in justice and equity, with personal liberty and equal protection and equal opportunity, would be impossible.

May the God of all good guard him and his loved ones, and return them to their country, their state and their home, refreshed and strengthened in bodies, minds and souls, and give to Dean Williams renewed and increased power for and zeal in his noble life work.

The Nebraska Press Association

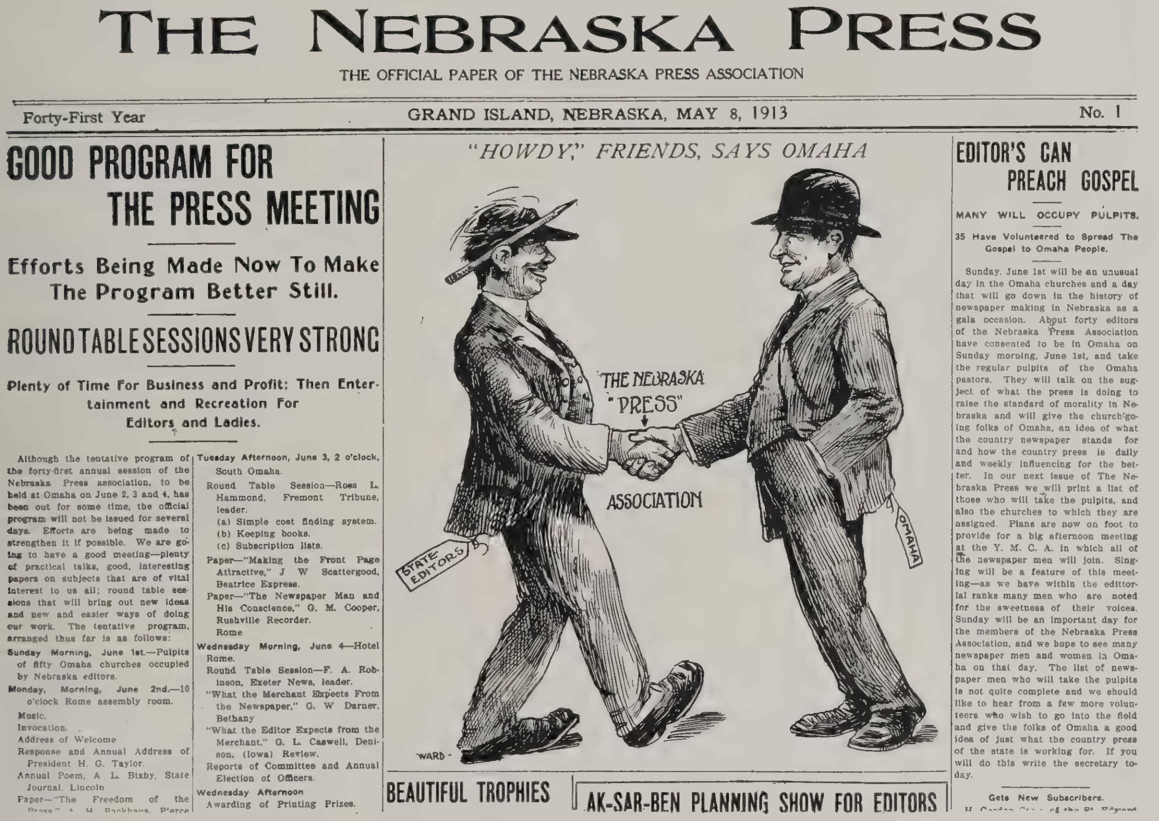
Thirty Editors to Fill Omaha Pulpits

NEBRASKA sets the pace this year by issuing a six-column four-page newspaper, advertising the convention at Omaha. We have received Numbers one and two, and show the top half of the first page of Number 1, Volume 1, herewith. It is a splendidly gotten up paper, printed on excellent stock in the best style of the printing art and of newspaper makeup and arrangement.

Number two, issued May 22, contains the completed program and many other items of interest and the story of the remarkably good program is entertainingly told.

A novelty is the assignment of thirty editors of Nebraska to deliver lay sermons at as many churches in Omaha, June 1, all the editors except two preaching at the morning services when all the pillars of the church are expected to be in attendance. The other two, because of special services previously arranged and at the request of the pastors, are to preach at evening services and naturally expect to have more of the young people and possibly more of the worldly, to hear them, besides this, the other twenty-eight lay editor-preachers can divide their forces and have the privilege of hearing their fellow editors expound the truth as to "What the Press Has Done to Aid in Raising the Standard of Morals in Nebraska."

All will admit that the press has done much, but how? and how much? and by what high religious standards? Now, if this issue of the National Printer-Journalist did not go to press just as the Nebraska editors are in session and we did not expect to have a full account in the July issue, we would give much more as to the interesting program — the story of which, including that of the entertainments and especially as to the party for the ladies, remarkably recounted — we would give more here. As it is, our readers must wait.



THE NEBRASKA PRESS

THE OFFICIAL PAPER OF THE NEBRASKA PRESS ASSOCIATION

Forty-First Year GRAND ISLAND, NEBRASKA, MAY 8, 1913 No. 1

GOOD PROGRAM FOR THE PRESS MEETING

Efforts Being Made Now To Make The Program Better Still.

ROUND TABLE SESSIONS VERY STRONG

Plenty of Time For Business and Profit; Then Entertainment and Recreation For Editors and Ladies.

Although the tentative program of the forty-first annual session of the Nebraska Press association, to be held at Omaha on June 2, 3 and 4, has been out for some time, the official program will not be issued for several days. Efforts are being made to strengthen it if possible. We are going to have a good meeting—plenty of practical talks, good, interesting papers on subjects that are of vital interest to us all; round table sessions that will bring out new ideas and new and easier ways of doing our work. The tentative program, arranged thus far is as follows:

Sunday Morning, June 1st.—Pulpits of fifty Omaha churches occupied by Nebraska editors.

Monday, Morning, June 2nd.—10 o'clock Rome assembly room.

Music.

Invocation.

Address of Welcome

Response and Annual Address of President H. G. Taylor.

Annual Poem, A. L. Bixby, State Journal, Lincoln

Paper—"The Freedom of the Press," A. H. Backhaus, Pierce

Tuesday Afternoon, June 3, 2 o'clock, South Omaha.

Round Table Session—Ross L. Hammond, Fremont Tribune, leader.

(a) Simple cost finding system.

(b) Keeping books.

(c) Subscription lists.

Paper—"Making the Front Page Attractive," J W Scattergood, Beatrice Express.

Paper—"The Newspaper Man and His Conscience," G. M. Cooper, Rushville Recorder.

Rome

Wednesday Morning, June 4—Hotel Rome.

Round Table Session—F. A. Robinson, Exeter News, leader.

"What the Merchant Expects From the Newspaper," G. W Darner, Bethany

"What the Editor Expects from the Merchant," G. L. Caswell, Denison, (Iowa) Review.

Reports of Committee and Annual Election of Officers.

Wednesday Afternoon

Awarding of Printing Prizes.

"HOWDY," FRIENDS, SAYS OMAHA

BEAUTIFUL TROPHIES

AK-SAR-BEN PLANNING SHOW FOR EDITORS

EDITOR'S CAN PREACH GOSPEL

MANY WILL OCCUPY PULPITS.

35 Have Volunteered to Spread The Gospel to Omaha People.

Sunday, June 1st will be an unusual day in the Omaha churches and a day that will go down in the history of newspaper making in Nebraska as a gala occasion. About forty editors of the Nebraska Press Association have consented to be in Omaha on Sunday morning, June 1st, and take the regular pulpits of the Omaha pastors. They will talk on the subject of what the press is doing to raise the standard of morality in Nebraska and will give the church-going folks of Omaha, an idea of what the country newspaper stands for and how the country press is daily and weekly influencing for the better. In our next issue of The Nebraska Press we will print a list of those who will take the pulpits, and also the churches to which they are assigned. Plans are now on foot to provide for a big afternoon meeting at the Y. M. C. A. in which all of the newspaper men will join. Singing will be a feature of this meeting—as we have within the edittorial ranks many men who are noted for the sweetness of their voices. Sunday will be an important day for the members of the Nebraska Press Association, and we hope to see many newspaper men and women in Omaha on that day. The list of newspaper men who will take the pulpits is not quite complete and we should like to hear from a few more volunteers who wish to go into the field and give the folks of Omaha a good idea of just what the country press of the state is working for. If you will do this write the secretary today.

Gets New Subscribers.

Reproduction of the Top Half of a Special Newspaper Issued to Advertise the Nebraska Press Association Convention at Omaha

The Nebraska Press is published by the association and issued from the office of C. C. Johns, secretary-treasurer, McAllister Building, Grand Island, Nebr. Get a copy and, in the meantime, read the following editorials from the May 22 issue, and go to work for your own association, which will never accomplish anything without honest co-operation, work and money:

Much of benefit should come from the appearance of the Nebraska Editors in the pulpits of the Omaha churches. For many years, a lack of understanding has dominated the people of the state as well as those of Omaha. Happily this has been reduced to the minimum through a closer relationship, the result of similar propagandas to this which will feature the annual meeting of the Nebraska Press Association.

Assuredly, it is a departure, this of having the editors meet the people of Omaha to discuss a topic which strikes a common chord in the heart of him who desires the advancement and uplift of the state of Nebraska and its people. The Sunday sermons will permit the people of Omaha to know the editors of the state as they are — broad minded and capable of considering the big questions of the hour. And it will give the editors of the state an opportunity to know the people of Omaha as they are — generous, law abiding and God respecting people.

Much of good can result and it is to be hoped that many similar methods will be utilized to bring the citizens of the state and the citizens of Omaha, who are a part of the great state, closer together. After all, man is the same the world over — he is made of the same stuff. The only difference in men is the difference of view point, in which environment and association are the controlling factors. More of these companionships and the nearer we are to a standard, which can be attained by all.

This Organization

The Nebraska Press Association is organized for the purpose of advancing the newspaper and printing industry of the state. How well it accomplishes its purpose depends upon the membership thereof. One or two newspaper publishers or a few printers cannot do much, but unite all the publishers and printers of the state and you have an organization so strong that much good can be accomplished.

Every person who is affiliated with the newspaper or printing industry of Nebraska is entitled to membership, and he or she should belong to this organization.

Why?

Because it is the clearing house where ideas about our own business are exchanged at par value.

Because its annual meetings provide an inspiration — that of knowing what the other fellow is doing and teaching you that you are not the only one who has "troubles."

Because it puts you on a better basis with your competitor.

Because at its meetings one gets the cobwebs brushed out of one's mental garret and enables him to get a broader and better view of the profession.

Because it is constantly drawing men in the same line closer together; thus bringing them to a point where they may be better business men.

Because the power for good that Nebraska publishers and printers can do, is multiplied over and over through united organization.

Because every other line of business is organized for mutual protection and advancement.

And there are scores of other reasons why every person in the state who is interested in the general welfare of the printing and publishing business should get behind this association and make it stronger.

Unless we hold firmly together there will be certain forces that will make inroads into our business — and instead of the profession rising, its standard will be lowered.

If you are not now a member in good standing of the Nebraska Press Association, just ponder over these suggestions:

I ought to boost my own profession.

I ought to help my own interests by uniting with such a body.

I ought to join the successful publishers and printers who attend the state meetings and talk "shop," thus bringing to me new ideas and new inspirations.

I ought to be a member because I can get fourfold returns in general trade knowledge at the meetings.

I can learn more about Nebraska.

I can have an ideal vacation.

I can meet with men who enjoy the same privileges and have the same troubles, and last, but not least:

I love my chosen work.

Just think of these things and then decide to become a member of this organization and with your shoulder to the wheel help make our business more firmly united.

One of the interesting features of this second issue of the Nebraska Press is an illustrated article filling nearly an entire page, entitled "Omaha Rises from Its Ruins as by Magic." The story of accomplishment is full of gratifying facts as to the results of co-operation and wonderful are the illustrations, showing the condition on the morning after the storm and now, after so short a time, the restoration.

The condition as it existed on Monday morning of March 24 and how the wonderful work of restoration was undertaken and carried forward, is graphically described and furnishes lessons and facts that may prove of vast usefulness in newspaper offices in whose cities like calamities may occur or where conditions exist that demand the co-operation and work of all good citizens:

Organization in an emergency was never better exemplified nor was a city ever given a better opportunity to take care of itself in a crisis than in Omaha, Nebr., following the disastrous tornado, which struck that metropolis on Easter evening. Happily the citizens of that city made the most of the condition, else this story would never have been written.

One hundred and thirty-nine dead, 1,137 homes badly damaged, 642 homes totally destroyed, these entailing a property loss of three and one-quarter millions and 2,000 families homeless was the combination that the citizens of Omaha awoke to find confronting them on the morning of March 24.

Death, destruction, desolation and chaos obtained everywhere in the stricken district, a path about six miles long and from two to six city blocks wide.

But hardly had the echoes of the terrific death dealing hell cloud ceased to reverberate, and long before many of Omaha's citizens realized the exact conditions, plans and arrangements were under way for the systematic handling of the situation.

* * * * *

The spirit back of the organization was the spirit which made Omaha possible and is making possible a better Omaha, a better citizenship and a better understanding among the people of the metropolis of the great middle west.

The spirit was shown when business men, who have to do with big things, pulled down their desks and deserted their offices until such time as they could conscientiously return to them with the knowledge that they had done all that could be done under the circumstances. Bankers, manufacturers, jobbers, professional men in all walks of life, newspaper men, owners and employes, and retired business men vied with one another in the work of relief and restoration.

There are "death dealing hell clouds," not so spectacular but equally destructive and more enduring, of crime, graft, immorality, defiance of law and of right, the means for the prevention of the devastation of which must be taken up with the like spirit and organization, by the aroused newspapers that have a right to tell not only of what they have done to raise the standard of morals in the cities and in the whole state, but what they propose to do by fearless, united effort to wipe out criminals and demagogues and to establish good government, community and public improvements, with the health, the morals and the personal property rights of all fully protected and preserved.

* * *

NOT A PRIVATE ENTERPRISE

In contrast to several printers' shows and exhibitions exploited of late, the Third Ohio Printers' Cost Congress and Central States Million Dollar Exposition Extraordinary is not in any sense of the word to be a private enterprise, nor is it backed by private individuals for personal gain; there are no stockholders in control of the greatest of all printers' exhibitions and congresses; there will be no dividends distributed after it is over; the Ben Franklin Club of Toledo was, and is its sponsor.

The colossal affair which opens at Toledo the first week of September is to be entirely in the hands of the printers of Ohio, Indiana, Michigan and Kentucky who have planned it and clamored for it. It is designed for the education, delectation and enlightenment of the craft, and if, as a result of the labor of the men who are doing the active work, the craft is assisted, the industry raised to a higher plane of efficiency, if those who attend this wonderful meeting — or series of meetings — gain a deeper insight into the possibilities of their noble industry and absorb the backbone to do their bounden duty to themselves and their contemporaries — the Third Ohio Cost Congress will be a tremendous success and its influence will be immeasurable.

Every feature that is proposed for either the Congress or the Exhibition has been chosen for its educational value, not for the financial return that it represents. We want every visitor to go away from Toledo feeling amply repaid for his visit, and wonderfully strengthened in his determination to make money in his business. The splendid education that an attendance upon this Congress and Exposition holds for those who plan to come, could not otherwise be realized in years of study at home. While educating the visitors, it is planned to "temper justice with mercy," as it were, by entertaining them royally and on a truly elaborate scale.

Here will be offered to the printers of the Central States by the printers themselves, a trinity unsurpassed for attractiveness — Education, Efficiency, Entertainment — in conjunction with the advantage of an exhibition of modern machinery and equipment that will comprise the last word in every branch of the industry.

A Novelty for Press Conventions

Utilizing the Attendants on State Press Associations

The managing editor of the Tampa, Florida, Times has arranged to introduce a new feature at the convention of the Florida Press Association to be held in Tampa June 26, 27 and 28. It is proposed to make the members show, as well as to tell, how to do it. He has assigned different members to positions on his paper for different days, as is fully explained. This might be called object teaching in a very practical school of journalism by practical, active newspaper men. The following letter by the managing editor, with the list of assignments, is worthy of reading as a model for such a plan in other associations and as to the way they have in Tampa.

Tampa, Fla., May 19, 1913.

To the "Hellhounds" of the Florida Press:

Greetings: For a long time we have been figuring how to get a day off to go fishing. A happy thought strikes us. Three loud cheers! Also Eureka!! Shall we unveil it to you fellows? Answer: We shall. Here it is:

We'll let a bunch of you run the Times during the three days of the Florida Press meeting and we'll take a brief layoff and watch the wheels go round, taking care not to do a tap of work. What do you think of it? A grand little idea, is it not? Don't say it is NOT, but come on in and let's make a good time of it.

We — that is, you — can get out an edition of The Times that will be a beauty.

(And right here let us say that no prize goes to the guy who first rises to remark "that for once The Times will get out a good paper." It's already been said.)

As you will see by the enclosed assignment list we are going to put on enough men so that nobody will have to work very hard and, anyway, there's little or no real work in getting out a daily paper. (Chorus of "Noes" from Felkel, Carter, Hetherington, Mays, Ferris and others who do.)

What do you think? Will you get in? Let us know and if you have any comment on the plan, let us have a marked copy of your paper, won't you?

We're planning to give you all a right nice time down here in Tampa and hope you'll all be on hand. Load the cares of the office on the "devil" for a few days and come over.

Yours truly,
ROBERT W. BENTLEY,
Managing Editor The Tampa Daily Times.

LIST OF ASSIGNMENTS

Thursday, June 26

Managing Editor — Harry L. Brown, St. Augustine Record.

Editorial Writers — H. H. McCreary, Gainesville Sun; M. F. Hetherington, Lakeland News; N. G. Stout, Ft. Myers Press; C. E. Howard, Orlando Citizen.

City Editor — H. A. Felkel, Pensacola News.

Assistant City Editor — W. W. Carter, Daytona Journal.

Telegraph Editor — M. B. Darnall, Key West Citizen.

Assistant Telegraph Editor — H. L. Dodd, Lake City Index.

Police Reporter — R. O. Davies, West Palm Beach News.

Federal Building Reporter — A. M. C. Russell, Palmetto News.

Board of Trade, Citrus Exchange — Lew B. Brown, St. Petersburg Independent.

Undertakers, General Local, Hotels, Railroads — R. O. Meek, Ft. Meade Leader.

Courthouse Reporter — S. J. Triplett, Kissimmee Valley Gazette.

City Hall and City Affairs — Moses Folsom, St. Cloud Tribune.

Assignment Man — C. O. Codrington, De Land News.

Assignment Man — R. E. L. McFarlin, Quincy Times.

Friday, June 27

Managing Editor — Clarence E. Woods, Eustis Lake Region.

Editorial Writers — Frank Harris, Ocala Banner; Eugene Matthews, Starke Telegraph; E. M. Law, Bartow Courier-Informant; R. F. McCormack, Live Oak Democrat.

City Editor — R. J. Holly, Sanford Herald.

Assistant City Editor — T. B. Hartig, Arcadia Enterprise.

Telegraph Editor — S. Bobo Dean, Miami Metropolis.

Assistant Telegraph Editor — Frank H. Matthews, Key West.

Police Reporter — A. K. Wilson, Ft. Pierce Tribune.

Federal Building Reporter — J. H. Humphries, Bradentown Journal.

Board of Trade, Citrus Exchange — G. M. Goolsby, Wauchula Advocate.

Undertakers, General Local, Hotels — B. E. Prevatt, De Land Record.

Courthouse Reporter — H. S. McKenzie, Times-Herald, Palatka.

City Hall, City Affairs — Joe Hugh Reese, Legislative Correspondent, Tallahassee.

Assignment Man — Rube Allyn, Sarasota Sun.

Assignment Man — W. L. Straub, St. Petersburg Times; how about cartoon on Florida Press Association?

Saturday, June 28

Managing Editor — Frank Mayes, Pensacola Journal.

Editorial Writers — J. H. Benjamin, Ocala Star; R. R. Tomlin, Plant City Courier; O. J. Farmer, Bronson Times-Democrat; W. R. Carter, Jacksonville Metropolis.

City Editor — J. P. Clarkson, Jacksonville Record.

Assistant City Editor — D. B. Potts, Kissimmee Journal.

Telegraph Editor — R. R. Carroll, Ocala Star.

Assistant Telegraph Editor — W. A. Wright, Florida Grower, Tampa.

Police Reporter — S. W. White, Fraternal Record, Jacksonville.

Federal Building Reporter — Charles H. Evans, Clearwater News.

Board of Trade, Citrus Exchange — A. P. Jordan, Punta Gorda Herald.

Undertakers, General Local, Hotels, Railroads — F. D. Wattlen, San Mateo Item.

Courthouse Reporter — C. B. Smith, Madison Enterprise-Recorder.

City Hall, City Affairs — A. B. Brown, Ft. Pierce News.

Assignment Man — F. B. Stoneman, Miami Herald.

Assignment Man — Wayne Thomas, Plant City Courier.

We have no suggestions to make except that it would be well for the editorial writers to caucus on their leaders, and it would be great to have an article, "What I Think of Tampa," from the assignment man each day, or from others to whom the city editor might assign the task.

R. S. V. P.— Which means let us know what you think about it and if you'll perform.

THE TIMES.

Ohio Printers Gave Away Nearly Five Million Dollars in 1910

Get the Dollar This Year

Not long ago I picked up a copy of the 1910 United States Census Report on manufacturing and casually came to Ohio. After looking over a mass of figures, seemingly meaningless, I got down to printing and publishing. This I could understand and was surprised to read that there were 1,655 printing concerns in the Buckeye State. The population of the state was given at 4,767,121, and by a very simple problem in mathematics, I found that there was one printing office for every 2,880 inhabitants of the state. Also that there were 22,754 persons engaged in the industry, or about one to every 209 people. This means that 209 people support a printer or one employed in the business in some capacity.

These figures grew pretty interesting, and so I perused them a little further and got down to Expense of the Industry, and to my amazement they told a story even more interesting and astonishing.

The total value of the product of the printing industry as made by the 1,655 shops was $41,657,306, or an average output of $25,171 for each establishment. Again I found that printing to the amount of $8.73 was done for each inhabitant of the state. That seemed a good record, and on that basis the printers of the state must have made a great deal of money, so I did a little more figuring to see if on the returns the printers made money for the year 1910.

The total expense, as given for the report for the 1,655 shops, was $34,565,572, or the cost of doing business for each shop amounted to $20,885.

The last item in the report interested me the most — it was the "Value Added by Manufacturer." The total business or value of the products were given, which means the value of the raw materials manufactured, and marketed, and as shown above to be $25,171 for each plant. The "Value Added by Manufacture" was given as $29,752,952 — which means that deducting the raw material — paper, ink, etc.— that amount was made by the offices of the state, or $17,905 for each.

It was clearly shown that the average expense of running a printing office amounted to $20,885, and that the value of the manufactured product, less the raw material, amounted to $17,905, and deducting this amount from the expense items gives the amazing sum of $2,980, on the average, lost by each printing office during the year 1910.

Can you imagine how astonished I was at the result of these figures? Yes, I am sure you can, as you can hardly believe that they are right and that I am mistaken. But, I am not, because they stand clearly forth as an official report of the industries of the state given by the official census bureau of the United States, and the result should make every printer study his own business very carefully. I doubt if another industry would make such a poor showing.

Getting it down to a finer point, and dividing the loss of each shop (2,980) by the average number of inhabitants to each office (2,880) we find that the loss is about $1.00 for each man, woman and child in the state. In other words, the printers in 1910 donated the sum of $1.00 to every inhabitant of the state. Some donation!

Taking another angle. The gross loss amounted to $4,812,620. There are 22,754 persons engaged in the industry, and dividing the total loss by the number of persons engaged, we find it amounts to $211.00 for each of those persons.

It is hard to write any comment on these facts, and perhaps it is best not to. We hope that the census people were wrong, but knowing things as they are, or were in 1910, we are inclined to believe them true. A different story will be told in 1920 — if you will try to get back that dollar donation and turn it into a dollar profit.

P. R.

* * *

Life Insurance for Employes

A copy of the Linotype Bulletin for May is an exceedingly handsome number typographically and contains many items of interest to all printers. Among others are thrilling stories of the recent great floods, with illustrations of printing offices practically submerged by the many waters. The narratives as to "Daily Newspaper Publishing Under Difficulties" reveal much that is characteristic, while telling of the grit, resourcefulness and optimism of newspaper men.

This is history, but the article that particularly attracted our attention will be found of value, by way of example, to all wise, progressive, benevolent-minded employers of men. It is the first article in the book and while many of our readers will probably have the opportunity to read the same in the Bulletin, we deem the matter of so much interest, worthiness and importance as to justify the reproduction of the same here, as follows:

"Life Insurance for Employes of the Linotype Factory

"The Mergenthaler Linotype Company has always taken an active interest in the personal welfare of its employes, and for many years it has been a substantial contributor to the Mergenthaler Mutual Aid Society, formed by the employes of its factories. It has also been the company's custom to donate the sum of $200 to dependents of deceased employes who were members of the society. The Mergenthaler Mutual Aid Society has about 1,100 members at this time. On the factory pay roll there are at present about 1,600 employes.

"As an evidence of its continued interest in and friendship for its employes, the company has now taken out in the Travelers Insurance Company, of Hartford, a policy which provides that there shall be paid, in the event of the death of an employe, to his or her family or other designated beneficiary, an amount equal to one year's salary, not to exceed $1,500. All employes desiring to participate in such insurance are required to sign an application in the form submitted by the insurance company. The insurance is furnished without the necessity of medical examination, and the employes have nothing to pay, the entire expense being borne by the Mergenthaler Linotype Company.

"It is gratifying in this connection to receive the assurance of experts, who have recently examined our factories in great detail, that the conditions under which our people are working, and their surroundings, are of the best, and that as a consequence our employes are entitled to be considered as preferred insurance risks."

The Mergenthaler Linotype Company was one of the first large industrial institutions to go to a nine hour basis in the company's works when the ten hour day was the rule in the mechanical trades. Since January 1, 1911, the factory has been on an eight hour basis. Both of these reductions in hours were made well in advance of the general adoption of the shorter work day and without any corresponding reduction in wages.

The management of the company deserve praise and congratulations for the broad liberal lines in which they have conducted every branch of the manufacturing end of the business. No expense has been spared in efforts to improve and make convenient and useful the machines manufactured or to care for the people employed.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

MAKERS of home newspapers should fully realize how completely they and their papers occupy distinct fields. This is true of all the smaller city papers, of which there are thousands in the United States.

I say that the publishers of such newspapers ought to realize their true situation, because the sooner such realization comes, the sooner will they cease endeavoring to go beyond their own sphere in the nature of the matter they promulgate.

Nowadays agricultural experts are crying for more intensive farming, for getting more out of the soil — not farming a greater area of the earth's surface, but more carefully and scientifically tilling and cultivating such land as each individual farmer already possesses. And the application of exactly the same principle is the urgent need in the newspaper business.

You have doubtless heard that facetious tale of the Swedish lumberjack, who concluded that he had taken too much territory, after he got smashed for boasting that he could lick any man in the United States. Well, it is my opinion that a great many home newspapers in like manner become failures simply through their endeavor to cover too much territory.

The publisher of a home newspaper should realize that the circulation of his sheet is built principally on the local pride and interest of home folks. In other words, people subscribe for the home paper chiefly because in its columns only can they expect to learn, from week to week, the facts about local institutions and interests, about current local history and the news about their friends and neighbors. And the home editor who is straining beyond his home field for matter with which to fill his columns, as a rule, is disappointing a large per cent of his subscribers, who, in these modern days, take state and national publications also, in which these subjects of the outside world are fully treated.

Every small town or small city publisher, I think, should size up his field and mentally fix its limits approximately in proportion to his space available for reading matter. This field, then, should be thoroughly covered through a staff of competent correspondents and the editor's own efforts.

Not alone in point of news should the editor of the home newspaper stick to the home field, but, as I have often hinted before in these pages, the success of the local paper will be greater, I firmly believe, if the editorial columns, too, are filled with paragraphs founded upon subjects more of local than of state or national interest.

To sum up, then, the point is this: The state and national papers by right cover well the world events and the great issues of every day, but they do not, because they cannot, cover the news and issues of the local field, which is the field of the home newspaper. And by more intensively, more closely, covering the home field does the home newspaper render itself an indispensable visitor every week in the greatest number of local homes.

* * *

Sherman, N. Y., May 6, 1913.

Dear Mr. Copper:

We enclose a copy of the "Presbyterian Comet," which has appeared in Sherman on the first day of May for the past four years. As you will doubtless perceive this little five-column sheet is a church paper gotten up "for revenue only," and this year the Presbyterian Parish Society netted $37 from advertising and the sale of the paper. It is published in conjunction with their annual May Breakfast, served on the first of May.

We know of no other paper like it and is certainly in a different class from any noticed by you in the National Printer-Journalist, which is a department we read with great relish.

Fraternally yours,
DORMAN PRINTING CO.

Messrs. Dorman, in the foregoing missive, have given us all that is really remarkable about this Presbyterian Comet of theirs. Of course, the paper is nicely printed (all credit to the Dorman Printing Company) and the contents, consisting in the main of light verse, are also creditable; but, so far as being in any measure ideal (as I should certainly want any such publication of mine to be) the fact that the "Comet," is purely a commercial enterprise, rather precludes the possibility. I regret to find neither the ad work nor the mechanical makeup modern or artistic, but the idea of issuing such a paper annually is a novel one; in fact, an idea worthy of introduction into other communities. It is, however, well to remember always the home press and the free service rendered thereby to the church.

Kiron, Iowa, March 29, 1913.

Mr. O. Byron Copper, DeSoto, Wis.

Dear Sir: Enclosed find copy of Kiron News, published in a town of less than 300 by myself and one apprentice. Please offer criticism on this aside from the flag over the editorial column which has not yet been reset.

Been out of the business for eight years and have had this plant for about one month.

When I tell you that I turned out more than $100 worth of job work during this month from the 3rd to the 29th, you will realize what getting out a paper like this means, aside from the fact that it is printed on a large jobber one page at a time, requiring folding, refolding and then another fold to mail, you will understand the amount of labor involved — and in a town where former publishers said they could find no news and used from three to five columns of slush weekly.

The ears are changed weekly, on the inspiration of the closing moment.

Would be glad to have your suggestion aside from better paper, which is ordered for next issue. Every copy but one for the files has been the result of this issue — there being an extraordinary demand for this issue.

Yours, truly,

D. PHILLIPS.

It has surely been many a day since I have gotten my "lamps" upon a sheet that has gripped me with interest and fairly convulsed me with wholesome merriment like this live and sprightly periodical from Brother David Phillips of Kiron, Iowa. I am really sorry that the News is not good enough typographically to warrant reproduction of a page or two of it, but before I have done with this comment I shall hope to have given a few hints that will enable Brother Phillips to so improve these respects, that the next time it comes I shall want to show it all. Be that as it may, let us consider the features about this specimen which have accomplished so much with my emotions, as freely confessed above. To begin with, the fact that Brother Phillips has been out of the business for eight years seems only to have sharpened his love for the game nor caused him to forget how to capture the news and dish it up to his readers in an inimitably delectable style. In fact, as intimated, few home editors have such an evident "nose for news" or such a versatile ability for presenting it. The Kiron News consists of an all-home-printed six-column folio, of which some fourteen columns of this edition are used by local advertisers — not bad for a little town the size of Kiron, eh? Four double-deck headed articles — each of unquestionable merit and interest — are presented, besides several other headed stories, an abundance of short locals, a column of editorial paragraphs, etc. No one realizes better than I what a volume of labor is involved in the getting out of a paper like this, especially under conditions as described in the foregoing letter, nor does anyone more fully appreciate the amount of talent, natural ability and ever alert susceptibility to news inspiration, which is required to conceive of and create the attractive little local news stories and special features with which this sheet abounds. For instance, one very original and commendable feature in this paper is a column of good stuff headed "Around the town," which consists of paragraphs personal, witty, newsy and otherwise, about sales and stocks of Kiron business men, alfalfa raising and other subjects intended to interest a large percentage of the editor's clientele. How cleverly Brother Phillips' work is done and how creditable those "Around the Town" squibs are especially, is best shown by quoting one of them verbatim as follows:

> The pig industry has attracted the notice of G. A. Norelius to such an extent that he has seven little thorobreds in his sty to which he is devoting lots of attention. All visitors to the Norelius department store who know anything about pigs are invited to dish up all the knowledge they have on how to raise pure bred pigs. As for the News, all it knows is that "pigs is pigs." Might as well tell the truth occasionally. We "desk farmers" only know it all part of the time.

I fully appreciate what my correspondent says with regard to the unwarranted claim of former Kiron News publishers, that there was "no news in the town." This again only verifies an assertion often reiterated in this department of the National Printer-Journalist, to the effect that in any town worthy of a newspaper at all — which is the same as saying any town of 300 souls or more — there is more news every week than any one six-column folio can possibly contain. The great trick is to get that news while it is news, and then get it reduced to type and printed. I know of another little paper very similar to this one which Brother Phillips is so ably creating at Kiron, Iowa, which is published in a town with a census under 400, but which is, nevertheless, seldom able to hold more than three-quarters of the printable stuff which occurs in its field every week of the year. This is something of a source of astonishment to the county seat publishers of the same county, who do not issue papers superior to this one, even in their city of five or six times the population of the little town from which the paper in point emanates. Which all goes to prove again that it is not the town, nor the actual happenings in the town, that make a good newspaper, but the natural ability and the hustling qualities of the editor and publisher. As I said, to make a good newspaper, the editor must be susceptible to the news influence; that is, he must have that enviable instinct for spotting the things among current local events that will interest the largest number of his subscribers — and not only must he have the instinct for spotting these things, but he must also possess the energy for going after them, getting them, jotting them down, remembering them, and then the ability for clothing them in fitting words of English. And all of these seem to be the blessings of Editor David Phillips of Kiron, Iowa. And now for the promised pointers for improvement of the News, all of which pertain purely to mechanical features: In the first place this contributor should learn how to write more symmetrical headlines, especially for the main stairstep lines. Both his key-lines and inverted pyramid decks are all right; but care should be taken in the stair-steps to see that each line is of equal length, or nearly so, and longer than is generally the case in this copy of his paper. Also, I might suggest that, in writing headlines it is well for editors even of home weeklies to aim to express such thoughts, especially in their main lines, as are intended to interest any man, rather than to interest only the class concerned. For instance, in the head over the Eckman-Lindberg wedding, or that over the death of C. Christenson, in this little sheet, in the first instance the main line ought to have conveyed the information of the fact of the marriage only, permitting the names of the contracting parties and similar details to be divulged in the subhead following, rather than vice versa; and just so also in the second case. The fact of the death of an old pioneer of the town (a fact of interest to anyone) is the proper information to be brought out in the main lines, exploiting the deceased's identity, age, time of death, etc., (facts purely of local interest) in the less prominent portion of the heading below. And, in conclusion, if Brother Phillips has been a close reader of Newspaper Criticisms for any great length of time, he can easily anticipate my objection to the displayed ads on the first page. Otherwise the mechanical makeup of the News is good, in some pages (as, for instance, the last page) being ideal. As to those "ears," they are indeed inspirational in wording, but would look much neater if boxed with borders of rule.

✣ ✣ ✣

Memphis, Texas, March 29, 1913.

Mr. O. Byron Copper, DeSoto, Wis.

Dear Mr. Copper: I am sending you under separate cover a bunch of "Hall County Heralds," for your criticism through the columns of the National Printer-Journalist.

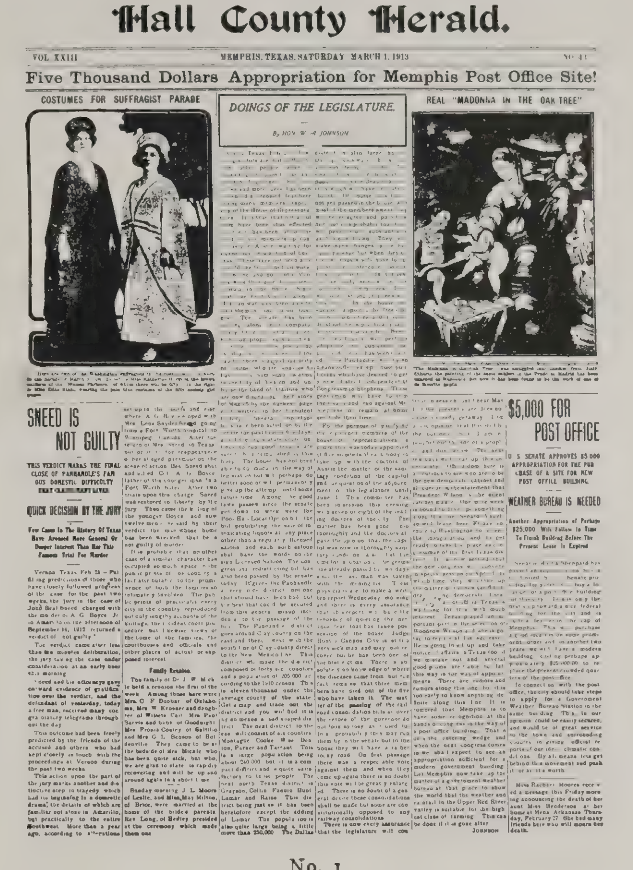
I would especially like your opinion of our front page. Some three years ago, I sent you several copies of our paper and your severest criticism was on the advertising displayed on the front page. You will notice that we have cut this out. No man's money can buy space for display advertising on our initial page now. In the issue of March 29 you will notice a two column announcement card on the local page. For this card I got $2.50 for one insertion. Mr. Lindsey wanted it on the front page and offered us $5.00 for front page display, but we turned him down.

Would also appreciate any criticism on the ads in any of these issues.

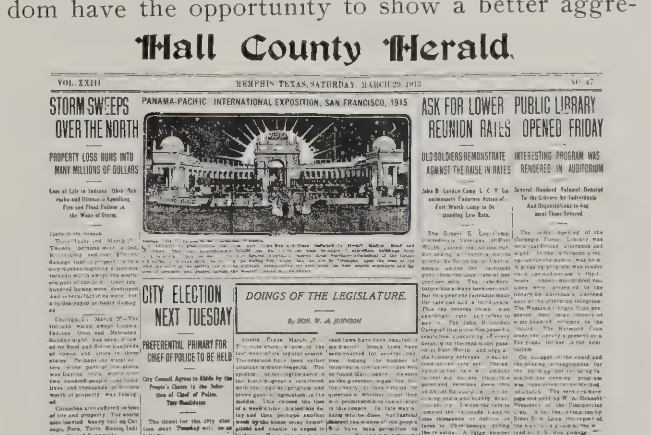
Wishing you every success, we beg to remain

Fraternally yours,
HALL COUNTY HERALD,
E. C. Johnson, Asst. Publisher.

I hardly see how anything could be more gratifying to a conscientious critic than a letter like the above, from a former patron who had followed one's advice and then, some three years afterward, comes back fully convinced of the benefit of the change advised and adopted, and so good in so many respects as to excite one's unbounded admiration. The Hall County Herald of Memphis, Texas, is an all-home-printed six-column quarto and strictly up-to-date in every particular. Nothing more than the reproduction of one of the handsome front pages, together with parts of a couple of others, is required to demonstrate the liveliness and wide scope of this paper's news service. (Exhibits 1, 2 and 3.) As may be surmised, in an all-home-printed sheet of this size, there is naturally space for an abundance of reading matter, and that selected for the Herald is of an excellent character. The fine editorial page, replete with sprightly paragraphs of vital interest to Memphis readers particularly, all of which are well written, is especially worth commendation. No less worthy is the plentiful local news. And as to the advertisements, I seldom have the opportunity to show a better aggregation of displayed specimens (Exhibits 4, 5, 6, 7, 8 and 9). The Baldwin & Company exhibits are remarkable, chiefly for their fine empaneled effects;

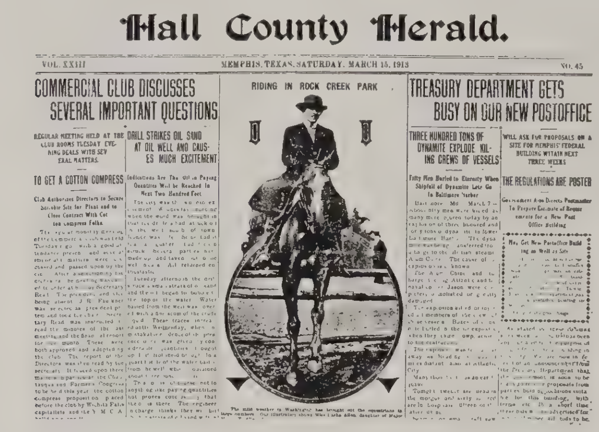

Hall County Herald.
VOL. XXIII MEMPHIS, TEXAS, SATURDAY MARCH 1, 1913
Five Thousand Dollars Appropriation for Memphis Post Office Site!
COSTUMES FOR SUFFRAGIST PARADE
DOINGS OF THE LEGISLATURE.
By HON. W. A. JOHNSON
REAL "MADONNA IN THE OAK TREE"
SNEED IS NOT GUILTY
THIS VERDICT MARKS THE FINAL CLOSE OF PANHANDLE'S FAMOUS DOMESTIC DIFFICULTY
QUICK DECISION BY THE JURY
Few Cases In The History Of Texas Have Aroused More General Or Deeper Interest Than Has This Famous Trial For Murder
Family Reunion
$5,000 FOR POST OFFICE
U. S. SENATE APPROVES $5,000 APPROPRIATION FOR THE PURCHASE OF A SITE FOR NEW POST OFFICE BUILDING
WEATHER BUREAU IS NEEDED
Another Appropriation of Perhaps $25,000 Will Follow In Time To Finish Building Before The Present Lease Is Expired

No. 1


Hall County Herald.
VOL. XXIII MEMPHIS, TEXAS, SATURDAY MARCH 29, 1913 NO. 47
STORM SWEEPS OVER THE NORTH
PROPERTY LOSS RUNS INTO MANY MILLIONS OF DOLLARS
Loss of Life in Indiana, Ohio, Nebraska and Illinois is Appalling. Fire and Flood Follow in the Wake of Storm.
PANAMA-PACIFIC INTERNATIONAL EXPOSITION, SAN FRANCISCO, 1915
ASK FOR LOWER REUNION RATES
OLD SOLDIERS REMONSTRATE AGAINST THE RAISE IN RATES
John B. Gordon Camp U. C. V. Unanimously Endorses Action of Fort Worth Camp in Demanding Low Rate.
PUBLIC LIBRARY OPENED FRIDAY
INTERESTING PROGRAM WAS RENDERED IN AUDITORIUM
Several Hundred Volumes Donated To the Library by Individuals And Organizations to Augment Those Ordered
CITY ELECTION NEXT TUESDAY
PREFERENTIAL PRIMARY FOR CHIEF OF POLICE TO BE HELD
City Council Agrees to Abide by the People's Choice in the Selection of Chief of Police. Two Candidates.
DOINGS OF THE LEGISLATURE.
By HON. W. A. JOHNSON

No. 2

the Connally Shoe Company ad is a saner, simpler, and hence, a better specimen, and no one could help admiring the Memphis Milling Company example, which is good from all viewpoints of advertising; but it is in the two Rawlins "Aermore" exhaust horn specimens that I find all the features of good advertising most clearly exemplified. The attractiveness of the design and display of these two ads, in its excellence finds an equal only in the ad's superlative style of wording. Here we have sound, convincing logic put to the reader so straight and concisely as to leave no room for doubt — the



Hall County Herald.

VOL. XXIII MEMPHIS, TEXAS, SATURDAY, MARCH 15, 1913 NO. 45

COMMERCIAL CLUB DISCUSSES SEVERAL IMPORTANT QUESTIONS

REGULAR MEETING HELD AT THE CLUB ROOMS TUESDAY EVENING DEALS WITH SEVERAL MATTERS

TO GET A COTTON COMPRESS

Club Authorizes Directors to Secure Suitable Site for Plant and to Close Contract With Cotton Compress Folks

DRILL STRIKES OIL SAND AT OIL WELL AND CAUSES MUCH EXCITEMENT

Indications Are The Oil in Paying Quantities Will be Reached In Next Two Hundred Feet

RIDING IN ROCK CREEK PARK

TREASURY DEPARTMENT GETS BUSY ON OUR NEW POSTOFFICE

THREE HUNDRED TONS OF DYNAMITE EXPLODE KILLING CREWS OF VESSELS

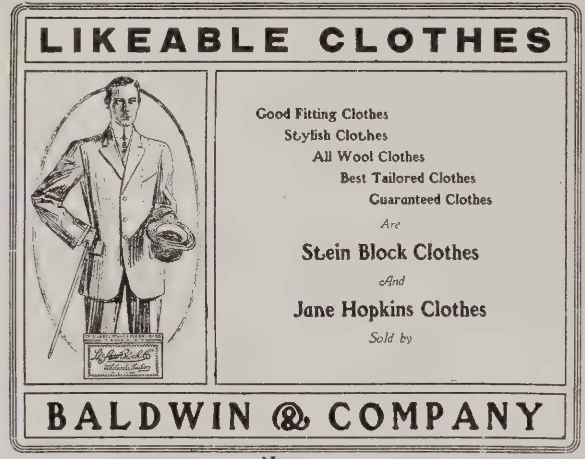
Fifty Men Hurled to Eternity When Shipfull of Dynamite Lets Go In Baltimore Harbor

WILL ASK FOR PROPOSALS ON A SITE FOR MEMPHIS' FEDERAL BUILDING WITHIN NEXT THREE WEEKS

THE REGULATIONS ARE POSTED

Government Also Directs Postmaster To Prepare Estimate of Requirements for a New Post Office Building

No. 3

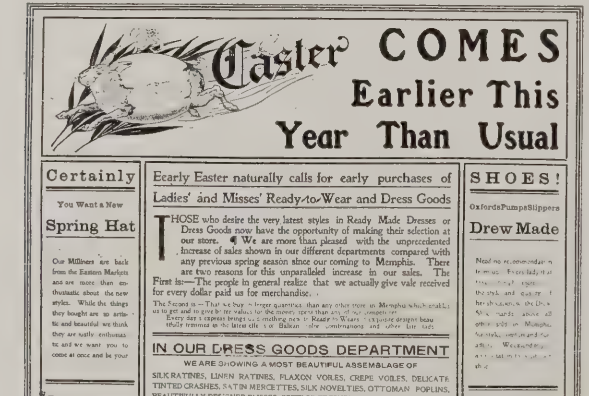


LIKEABLE CLOTHES

Good Fitting Clothes
Stylish Clothes
All Wool Clothes
Best Tailored Clothes
Guaranteed Clothes
Are
Stein Block Clothes
And
Jane Hopkins Clothes
Sold by

BALDWIN & COMPANY

No. 4



Easter COMES
Earlier This
Year Than Usual

Certainly

You Want a New

Spring Hat

Our Milliners are back from the Eastern Markets and are more than enthusiastic about the new styles. While the things they bought are so artistic and beautiful we think they are justly enthusiastic and we want you to come at once and be your

Own Judge

Eearly Easter naturally calls for early purchases of Ladies' and Misses' Ready-to-Wear and Dress Goods

THOSE who desire the very latest styles in Ready Made Dresses or Dress Goods now have the opportunity of making their selection at our store. ¶ We are more than pleased with the unprecedented increase of sales shown in our different departments compared with any previous spring season since our coming to Memphis. There are two reasons for this unparalleled increase in our sales. The First is:—The people in general realize that we actually give vale received for every dollar paid us for merchandise.

The Second is:—That we buy in larger quantities than any other store in Memphis which enables us to get and to give better values for the money spent than any of our competitors.

Every day's express brings us something new in Ready-to-Wears. Exquisite designs beautifully trimmed in the latest effects of Balkan color combinations and other late fads.

IN OUR DRESS GOODS DEPARTMENT

WE ARE SHOWING A MOST BEAUTIFUL ASSEMBLAGE OF

SILK RATINES, LINEN RATINES, FLAXON VOILES, CREPE VOILES, DELICATE TINTED CRASHES, SATIN MERCETTES, SILK NOVELTIES, OTTOMAN POPLINS, BEAUTIFULLY DESIGNED PLISSES, BEETLED FINISHED SUITINGS, ENGLISH MADRAS, BEDFORD CORD, WITH BEAUTIFUL TRIMMINGS AND BUTTONS TO MATCH

SHOES!

Oxfords Pumps Slippers

Drew Made

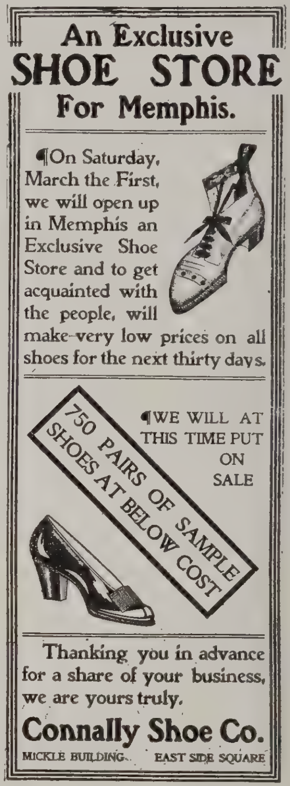
Need no recommendation from us. Every lady that [illegible] the style and quality of her shoes knows the Drew Shoe stands above all others sold in Memphis for style, comfort and for [illegible]

Departm'nt

BALDWIN & COMPANY

No. 5

sort of thing in an ad that makes it strong, as is true also with any kind of argument. Now, just a thought as to the mechanical makeup of this sheet, ere I conclude: That of the front page is highly artistic, attractive and pleasing, as the reproductions will easily prove; and I sincerely regret that I could not find the same degree of goodness manifested in other pages of this otherwise excellent paper. On the contrary, the makeup of all but the first page of the Herald is about as egregiously far from orthodox as it is possible for that feature to be. Now Brother Johnson may be inclined to feel "riled" over this frank criticism, but I beg of him to kindly recall that comment of some three years ago, during which I was moved to honestly deplore the displayed ads which at that time cluttered what has since become an extremely beautiful front page. I ask him to recall how my complaint was heeded,



An Exclusive
SHOE STORE
For Memphis.

¶On Saturday, March the First, we will open up in Memphis an Exclusive Shoe Store and to get acquainted with the people, will make very low prices on all shoes for the next thirty days.

750 PAIRS OF SAMPLE SHOES AT BELOW COST

¶WE WILL AT THIS TIME PUT ON SALE

Thanking you in advance for a share of your business, we are yours truly,

Connally Shoe Co.
MICKLE BUILDING EAST SIDE SQUARE

No. 6

BUY THE BEST

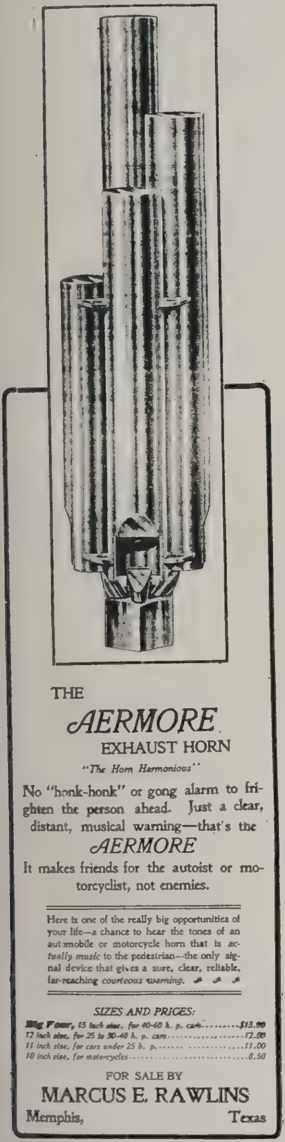
What is your idea of Coal? Does your interest in it stop when you pay the bill? Perhaps, like many other buyers, your purchase is governed wholly by the dollar mark. Consumers incur a big expense for boilers, engines, skilled labor and equipment, demanding the best. Why? Because competition and increased cost of production compel it. Do you do the same in the selection of your coal?

Coal is a vital problem. You know it, so do we. The coal that will produce the most value per ton at the best price is the coal you want. Phone us your order.

Memphis Milling Co.

No. 7

and how the advantage of my recommendations then have since proved themselves sound. If he will hark back to those old days of front page advertising, he will doubtless remember how certain advertisers invariably stuck for front page space. And now, even though double price is proffered by advertisers bidding for such space, it is turned down, because "money simply can't buy it." Now, as I have so frequently and fully outlined herein, the correct method of makeup, it seems scarcely necessary at this time to reiterate it; but in its adoption as proposed, no doubt the Herald makers think they foresee another strenuous scrap with their advertisers, who will stick for "preferred position" — for ads that are veritable islands in seas of straight matter — on the inner and back pages of the Hall County Herald, just as ardently and persistently as they once stuck for front page position; but let me, as one who has "gone through the mill" more than once, heartily assure you, brothers, that the results in this case, as in the other, are fully worth the struggle — the results fully pay the pangs of inauguration. And I want to add that I have never during my approximate score of years' experience as a newspaper reformer, found it very difficult to inaugurate anything reasonable in the way of improvement. This is so, because advertisers are usually business men, the livest kind of business men, and no one is more fully alive to the value of system and improvement in a product than a live, modern business man. A systematic makeup, therefore, at once appeals to an up-to-date advertiser, because he instantly sees the advantages accruing to him as an advertiser, through any innovation that improves the medium and renders it more popular with its subscribers, who are the folks, you know, whom he wishes to reach through his advertisements.



THE

AERMORE

EXHAUST HORN

"The Horn Harmonious"

No "honk-honk" or gong alarm to frighten the person ahead. Just a clear, distant, musical warning—that's the

AERMORE

It makes friends for the autoist or motorcyclist, not enemies.

Here is one of the really big opportunities of your life—a chance to hear the tones of an automobile or motorcycle horn that is *actually music* to the pedestrian—the only signal device that gives a sure, clear, reliable, far-reaching *courteous warning.*

SIZES AND PRICES:

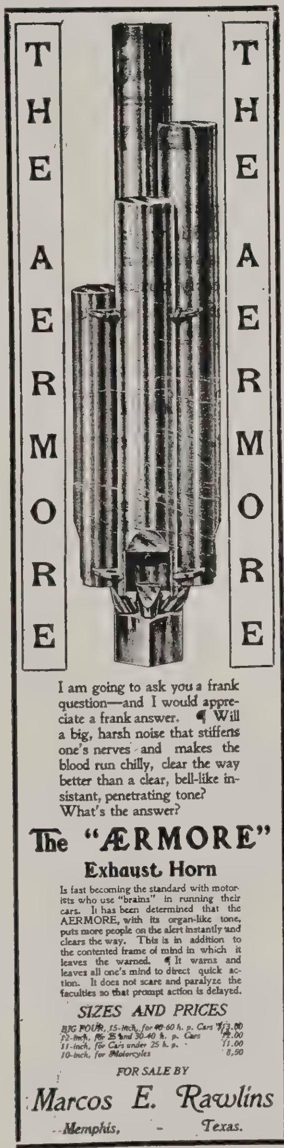
Big Four, 15 inch size, for 40-60 h. p. cars........$13.00
12 inch size, for 25 to 30-40 h. p. cars........12.00
11 inch size, for cars under 25 h. p. 11.00
10 inch size, for motorcycles........8.50

FOR SALE BY

MARCUS E. RAWLINS

Memphis, Texas

No. 8



THE AERMORE

THE AERMORE

I am going to ask you a frank question—and I would appreciate a frank answer. ¶ Will a big, harsh noise that stiffens one's nerves and makes the blood run chilly, clear the way better than a clear, bell-like insistant, penetrating tone? What's the answer?

The "ÆRMORE"

Exhaust Horn

Is fast becoming the standard with motorists who use "brains" in running their cars. It has been determined that the AERMORE, with its organ-like tone, puts more people on the alert instantly and clears the way. This is in addition to the contented frame of mind in which it leaves the warned. ¶ It warns and leaves all one's mind to direct quick action. It does not scare and paralyze the faculties so that prompt action is delayed.

SIZES AND PRICES

BIG FOUR, 15-inch, for 40-60 h. p. Cars $13.00
12-inch, for 25 and 30-40 h. p. Cars 12.00
11-inch, for Cars under 25 h. p. 11.00
10-inch, for Motorcyles 8,50

FOR SALE BY

Marcos E. Rawlins

Memphis, - Texas.

No. 9

◆ ◆ ◆

As neat an advertising device for a newspaper as I have lately had the privilege of seeing are neat little envelope folders, containing the criticism made in this department, and by other newspaper critics, as to the merits of the Forest Grove Press, that excellent paper by G. Edwin Secour, published at Forest Grove, Oregon. One of these neat little folders is printed in brown, the other in blue. The first page of each contains a photographic reproduction of the excellent front page of the Press, as shown originally in this department of the National Printer-Journalist. Editor Secour ought to send Brother Woodworth of the department of "More Work Through Publicity" in this magazine, copies of these little folders, as he is doubtless better able to advise as to their advertising value than I, and would like to see them any way, I am sure.

◆ ◆ ◆

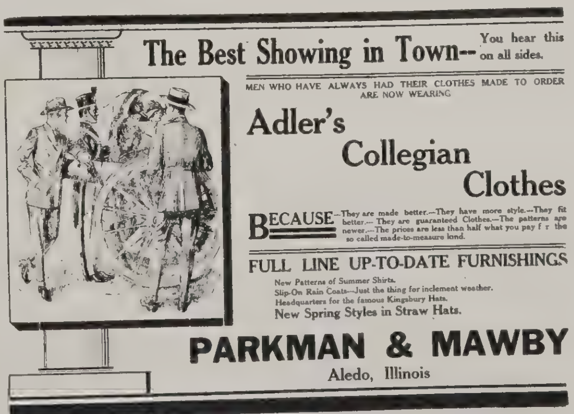
April 24, 1913.

National Printer-Journalist, Chicago, Ill.

Gentlemen: I send enclosed an ad which I wish you to criticise and if you deem it worthy of publication you may use it. Stamps enclosed for reply.

Respectfully, E. ROY LOWNES,
Aledo, Ill.

The foregoing letter, together with the ad specimen No. 10, has been kindly referred to this department by the editor-in-chief, and I must say, with characteristic candidness, that, while Brother Lownes' advertisement is not without its good feat-



The Best Showing in Town-- You hear this on all sides.

MEN WHO HAVE ALWAYS HAD THEIR CLOTHES MADE TO ORDER ARE NOW WEARING

Adler's Collegian Clothes

BECAUSE—They are made better.—They have more style.—They fit better.—They are guaranteed Clothes.—The patterns are newer.—The prices are less than half what you pay for the so called made-to-measure kind.

FULL LINE UP-TO-DATE FURNISHINGS

New Patterns of Summer Shirts.
Slip-On Rain Coats—Just the thing for inclement weather.
Headquarters for the famous Kingsbury Hats.
New Spring Styles in Straw Hats.

PARKMAN & MAWBY

Aledo, Illinois

No. 10

ures, in the main it is of a design of antiquated origin and time-consuming qualities that do not pay for the mediocre effect resulting. Masters in the art of modern advertisement composition will appreciate that I refer in the above remarks with reference to "design," to the architectural pillar or column represented at the left of this specimen. The typography of this ad, in connection with the general design, is fairly harmonious, barring the line of bold Gothic for the signature, which in its sharp squareness offers a jarring contrast to the round smoothness of the delightful Cheltenham faces used exclusively elsewhere in the ad. I very seriously doubt if I would have set this ad anything like it is here composed.

⁂

Russellville, Mo., May 3, 1913.

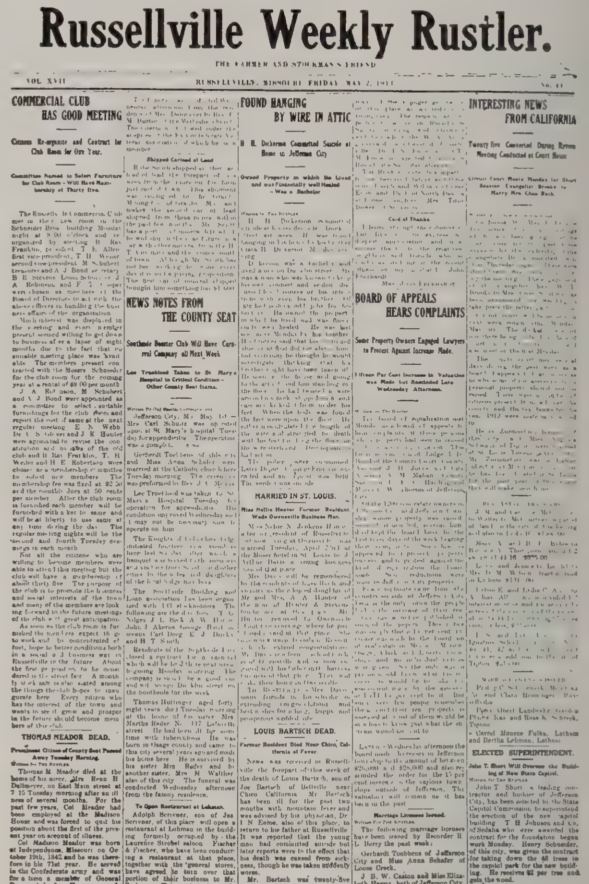
Mr. O. Byron Copper, DeSoto, Wis.

Dear Sir: Under separate cover we are sending you a copy of our third annual Special Breeders' Edition for your inspection and criticism, also a copy of a recent edition. Your criticisms are read with much interest and we assure you that they are very helpful to us and to anyone else who will read them. Whatever criticism you may offer will be greatly appreciated. Thanking you for past favors and trusting to hear from you soon, we remain

Yours respectfully,
C. O. WILLIAMS,
J. H. REA.

P. S. Mr. Parker, who has not been with us for the past seven months, has returned and will begin work in a few days.

I should certainly feel slighted indeed, if a year should slip by and I not be favored with a copy of this Special Breeder's Edition, gotten out as regularly as the month of March rolls 'round, by the rustling, hustling makers of the Russellville Weekly Rustler of Russellville, Mo. Think of it! This year's special breeders' edition consisted of twenty-four pages (all printed at home) with column after column of good stuff for the occasion and one great breeder's displayed ad after another. As I have doubtless written before on past moments of similar inspiration, the idea alone of putting out this special edition, affording breeders of the Rustler's field an opportunity to fittingly exploit the merits of their live stock, right at the particular time of year when that sort of information is particularly sought after, shows clearly the excellent business judgment of Publisher B. Ray Franklin; and the commendably neat and modern manner in which the edition is gotten up mechanically shows, beyond doubt, what a capable set of helpers that same shrewd brain behind the Rustler is able to collect around him. My sight is more than tickled with my inspection of this third Special Breeders' Edition, in which positively the only fault to be found is that the Rustler makers have not yet adopted this department's ideal method of mechanical make-up, despite the ideal opportunity for such a desirable innovation as is clearly knocking at their door. Aside from this one flaw, so far as my inspection has revealed, the making of this bright Missouri sheet is as nearly perfect as one can hope to meet with in a modern home weekly. The delightfully clean front page, the perfectly written, and attractively composed, headlines, the superlative local news service, including a gratifying array of special correspondence, the clean, inspired editorial department, with its crisp paragraphs on subjects of strictly local interest, the tasty typography, the careful presswork, and the attractive, artistic advertisement composition, make the Rustler a home weekly out of a thousand. In view of all these superlative qualities, one is not surprised that the sheet's circulation bids fair to soon reach the 2,000 mark. The price is only a dollar per annum — the only sad error I know in connection with the publication of this example. The price ought to be $4



Russellville Weekly Rustler.

THE FARMER AND STOCKMAN'S FRIEND

VOL. XVII RUSSELLVILLE, MISSOURI FRIDAY MAY 2, 1913

COMMERCIAL CLUB HAS GOOD MEETING

Citizens Re-organize and Contract for Club Room for One Year.

Committee Named to Select Furniture for Club Room – Will Have Membership of Thirty five.

Shipped Carload of Lead

FOUND HANGING BY WIRE IN ATTIC

B. H. Dickerson Committed Suicide at Home in Jefferson City

Owned Property in which He Lived and was Financially well Healed – Was a Bachelor

NEWS NOTES FROM THE COUNTY SEAT

Card of Thanks

BOARD OF APPEALS HEARS COMPLAINTS

MARRIED IN ST. LOUIS.

LOUIS BARTSCH DEAD.

THOMAS MEADOR DEAD.

INTERESTING NEWS FROM CALIFORNIA

Twenty Five Converted During Revival Meeting Conducted at Court House

Circuit Court Meets Monday for Short Session. Evangelist Brooks to Marry Mrs. Chas. Roth.

ELECTED SUPERINTENDENT.

No. 11

A Close Inspection of Our Stock

Will reveal its supreme quality and convince you of the wide difference that really exists in lumber. You may imagine that lumber is all the same but you were never more mistaken in your life if you imagine that. There's as much difference between two boards that pass for the same grade as there is between a plug and a thoroughbred.

We invite a cordial examination of our stock simply because we know it to be much better than the average **Quality**. That's our hobby. When we sell you a bill of lumber we want to know positively that you will be satisfied, that you've got the best your money will buy and will come to us again when you want something else in building material.

We carry at all times a full line of building material and would be pleased to furnish estimates on your job no matter how large or how small.

Russellville Lumber Yard
Hunter & Stevens, Props. Russellville, Mo.

No. 12

When in Jefferson City
Don't Fail to
Call at

Schultz's
Dry Goods & Carpet
Company

▭▭▭▭

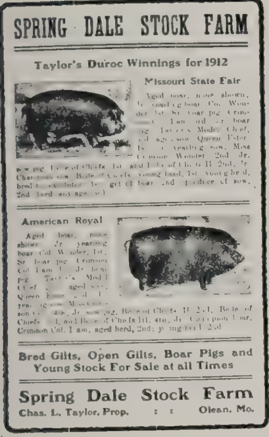
For Your Dry Goods, Ladies' Ready-to-wear Goods. Also Carpets, Rugs and Linoleums

▭▭▭▭

The Largest Assortment and Better Values at Lowest Prices Can be Found in this Store

No. 13

per year, when one considers that, out of the seventeen weeks of the year, up to May 2, the Rustler had issued only six regular quarto editions, the other eleven editions having consisted of from ten to twenty-four pages each. In view of this astonishing fact, and others enumerated, together with the subscription price, a fellow is caused to wonder how it is done, any way. I am pleased to learn that Brothers Williams and Rea are to be joined by our old friend, Brother Parker, and I sincerely congratulate them all upon the excellence of their honest work in the making of this ideal paper, the exquisite front page of which I herewith reproduce as exhibit No. 11, and from whose pages I have also made a selection of good ads, shown in exhibits Nos. 12, 13, 14, 15 and 16.



SPRING DALE STOCK FARM

Taylor's Duroc Winnings for 1912

Missouri State Fair

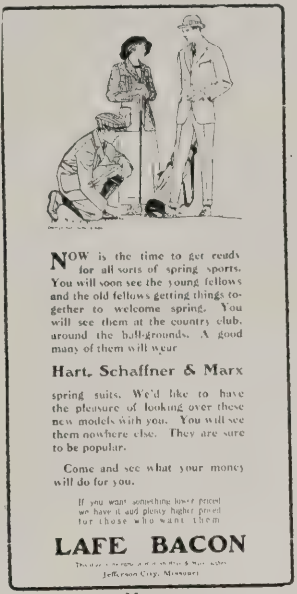
American Royal

Bred Gilts, Open Gilts, Boar Pigs and Young Stock For Sale at all Times

Spring Dale Stock Farm

Chas. L. Taylor, Prop. : : Olean, Mo.

No. 14



NOW is the time to get ready for all sorts of spring sports. You will soon see the young fellows and the old fellows getting things together to welcome spring. You will see them at the country club, around the ball-grounds. A good many of them will wear

Hart, Schaffner & Marx

spring suits. We'd like to have the pleasure of looking over these new models with you. You will see them nowhere else. They are sure to be popular.

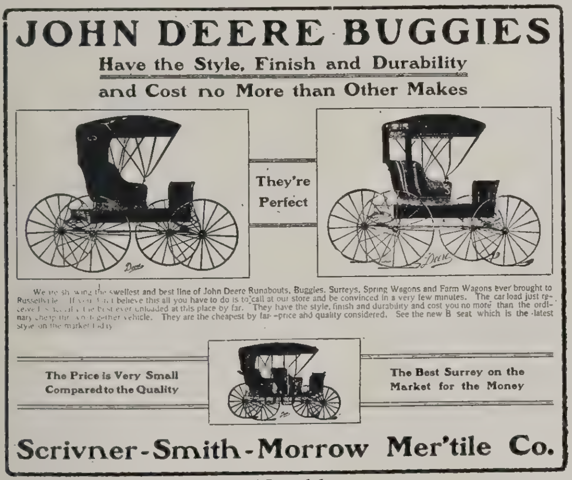
Come and see what your money will do for you.

If you want something lower priced we have it and plenty higher priced for those who want them

LAFE BACON

Jefferson City, Missouri

No. 15



JOHN DEERE BUGGIES

Have the Style, Finish and Durability and Cost no More than Other Makes

They're Perfect

We are showing the swellest and best line of John Deere Runabouts, Buggies, Surreys, Spring Wagons and Farm Wagons ever brought to Russellville. If you don't believe this all you have to do is to call at our store and be convinced in a very few minutes. The car load just received is actually the best ever unloaded at this place by far. They have the style, finish and durability and cost you no more than the ordinary cheap thrown-together vehicle. They are the cheapest by far—price and quality considered. See the new B seat which is the latest style on the market today.

The Price is Very Small Compared to the Quality

The Best Surrey on the Market for the Money

Scrivner-Smith-Morrow Mer'tile Co.

No. 16

✣ ✣ ✣

Hurley, Wis., March 22, 1913.

O. Byron Copper, DeSoto, Wis.

Dear Sir: I am sending you under separate cover two recent issues of "The Miner" for review of the ads and general makeup. The double page ad in both issues was set up in a hurry and was not set up for a newspaper ad, but for a bill, and hence is not a showing of my best efforts in this line. I read your department in the Printer-Journalist every month and usually get several good suggestions therefrom.

Yours truly,
MARTIN VICKERS,
Publisher.

I am very sorry to have to confess that the ads and general mechanical makeup of Brother Vickers' Montreal River Miner are both deplorably far from the ideal, and I sincerely hope that the esteemed brother will appreciate that I make this confession not without a complete realization of the sharp twinges which such criticism must cause in the heart of him to whom written — and the shock which these words must bring to his pride. But I plead with him to be reminded at once that it is also quite as painful to my own senses to have to express such convictions, and I do so only because I want to be an honest critic, who cannot be bribed or bought, realizing always that, unless I do thus fearlessly voice my honest opinions in these columns, my work as a reviewer must sink to a point of shame and worthlessness. The fact that the displayed ads in the Miner are of a low grade in point of design and composition is easily explained: In the first place, they lack that touch of art, recognizable in attractive designing, proper massing and correct display. The main defects in these ads are the too frequent combination of inharmonious type faces in individual specimens, and the too frequent setting of the bodies in too large type, which does not admit of adequate white masses and margins. That the mechanical makeup of the Miner is not high grade can be cited in the fact that displayed ads appear on the initial page and that the arrangement of the displayed spaces in other pages is without apparent system. Were these features of Brother Vickers' paper up to the standard of its contents, it would take a hard-hearted critic, indeed, who could offer anything in way of comment, other than unstinted praise, because the local news service is good and the editorial work, both in the news matter and the editorials proper (of which I am gratified to note a regular department of excellent stuff is maintained) shows unmistakable culture of mind and much natural literary talent. The presswork is fine, too.

✣ ✣ ✣

Kensett, Iowa, March 14, 1913.

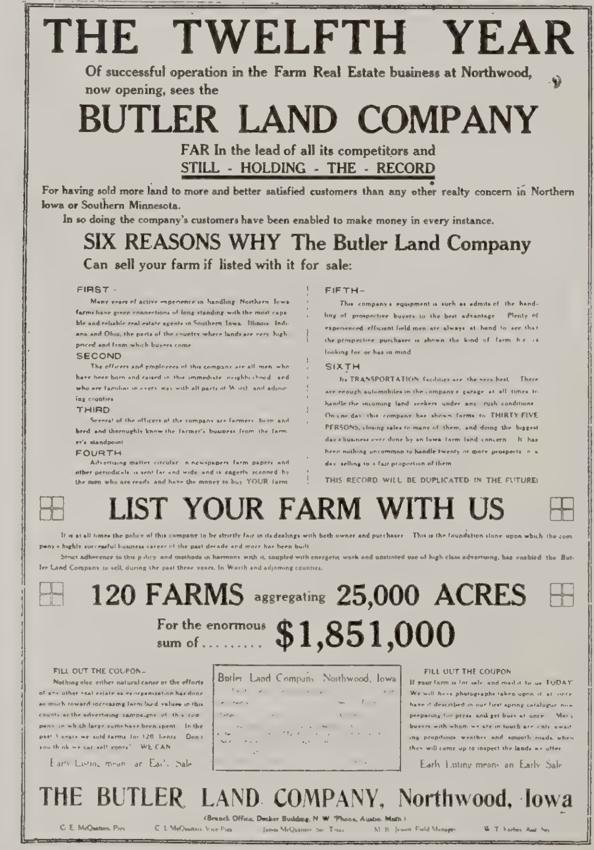
O. Byron Copper, DeSoto, Wis.

Dear Sir: I want to thank you for so ably "grasping" the situation in your write-up in the March number of the N. P.-J., and only wish you had been here to lend a helping hand the first of the year. Since January 1, I have been running the plant with but the help of a boy who can set nothing but straight matter, and had a rush of ads come in on me, as well as upwards of a dozen sets of auction bills. Under another cover I am sending you samples of four page ads — the best available at this time — to show what I have been up against. No. 1 came in for issue of January 30, with a rush order for five hundred bills before it was run in the paper. Then the ad had to stand for another insertion. Then at a late hour the following week the other three ads came in, with from five hundred to a thousand bills to be run from each — all rush, of course. As they all had to be on the same run there could be no "pulled letters," they had to be set according to our material. The composition on each ad, therefore, should not be considered alone, but the fact borne in mind that it would hardly do to put all the work and the best ad letter in one ad, to detract from the others. You will notice that they were all hand composition — did not have time to send out for any machine work. The point I wish to make — and which I think you may draw a picture of to the benefit of the brothers — is that it always pays to have plenty to work with! To be frank, I am not swelled up a little bit on the quality of the ad composition, and I am to blame for it all, but I do have a certain satisfaction in the fact that not very many country offices could have handled these ads in the same issue — much less got off four runs of page bills on a Cranston. And we came out on time, too.

It has been my study since I took possession of this plant to make my type work for me — not lay idle in the cases. Therefore I have nearly everything in weight fonts, plenty of leads and slugs, and a whole raft of reglet cut to right lengths for big ads, bills, etc., just on purpose for rush work like this. If such extra material is used but two or three times a year, the gain in time pays for it. It pays to have quads and leaders, advertising figures, and the like stored away for just such a contingency. There are a few old time faces still left in my shop that I am loath to part with, for they give good service when all the Chelts and DeVinnes are up, and it savors of ingratitude to relegate them to the hell box. With best wishes for the N. P.-J., and your personal prosperity, I am

Yours fraternally,
H. H. HALLETT.

Such letters as this one just quoted, from Brother Hallett, are worth a great deal to the editor of a department of this kind, because of several reasons. First, they are naturally very gratifying to the editor personally, because of the sincere expressions of sympathetic understanding and fellowship and good wishes. Second, because they go so fully and ably into interesting phases of the newspaper business, that a valuable lesson is imparted without the necessity of any personal comment required from the editor, more than to stamp the whole with his official approval and pass it on, with a reproduction of one of the page ads mentioned, as exhibit No. 17.



THE TWELFTH YEAR

Of successful operation in the Farm Real Estate business at Northwood, now opening, sees the

BUTLER LAND COMPANY

FAR In the lead of all its competitors and
STILL - HOLDING - THE - RECORD

For having sold more land to more and better satisfied customers than any other realty concern in Northern Iowa or Southern Minnesota.

In so doing the company's customers have been enabled to make money in every instance.

SIX REASONS WHY The Butler Land Company
Can sell your farm if listed with it for sale:

FIRST - Many years of active experience in handling Northern Iowa farms have given connections of long standing with the most capable and reliable real estate agents in Southern Iowa, Illinois, Indiana and Ohio, the parts of the country where lands are very high priced and from which buyers come.

SECOND The officers and employees of this company are all men who have been born and raised in the immediate neighborhood and who are familiar in every way with all parts of Worth and adjoining counties.

THIRD Several of the officers of the company are farmers, born and bred, and thoroughly know the farmer's business from the farmer's standpoint.

FOURTH Advertising matter, circulars, newspapers, farm papers and other periodicals is sent far and wide and is eagerly scanned by the men who are ready and have the money to buy YOUR farm.

FIFTH- This company's equipment is such as admits of the handling of prospective buyers to the best advantage. Plenty of experienced efficient field men are always at hand to see that the prospective purchaser is shown the kind of farm he is looking for or has in mind.

SIXTH Its TRANSPORTATION facilities are the very best. There are enough automobiles in the company's garage at all times to handle the incoming land seekers under any rush conditions. On one day this company has shown farms to THIRTY FIVE PERSONS, closing sales to many of them, and doing the biggest day's business ever done by an Iowa farm land concern. It has been nothing uncommon to handle twenty or more prospects in a day, selling to a fair proportion of them.

THIS RECORD WILL BE DUPLICATED IN THE FUTURE!

LIST YOUR FARM WITH US

It is at all times the policy of this company to be strictly fair in its dealings with both owner and purchaser. This is the foundation stone upon which the company's highly successful business career of the past decade and more has been built.

Strict adherence to this policy and methods in harmony with it, coupled with energetic work and unstinted use of high class advertising, has enabled the Butler Land Company to sell, during the past three years, in Worth and adjoining counties,

120 FARMS aggregating 25,000 ACRES

For the enormous sum of $1,851,000

FILL OUT THE COUPON- Nothing else, either natural cause or the efforts of any other real estate or organization, has done so much toward increasing farm land values in this county as the advertising campaigns of this company, in which large sums have been spent. In the past 3 years we sold farms for 120 clients. Don't you think we can sell yours? WE CAN

Early Listing means an Early Sale

Butler Land Company, Northwood, Iowa

FILL OUT THE COUPON If your farm is for sale and mail it to us TODAY! We will have photographs taken upon it at once, have it described in our first spring catalogue now preparing for press and get busy at once. Many buyers with whom we are in touch are only awaiting propitious weather and smooth roads, when they will come up to inspect the lands we offer.

Early Listing means an Early Sale

THE BUTLER LAND COMPANY, Northwood, Iowa

(Branch Office, Decker Building, N. W. 'Phone, Austin, Minn.)

C. E. McQuatters, Pres. C. L. McQuatters, Vice-Pres. James McQuatters, Sec.-Treas. M. B. Jewett, Field Manager. G. T. Forbes, Asst. Sec.

No. 17

✣ ✣ ✣

ROUTING OF DELEGATES TO NATIONAL PRESS ASSOCIATION CONVENTION

The routing will be by way of the Rock Island road, and tickets should be purchased reading, "Rock Island to Colorado Springs and Pueblo." Returning the tickets should read, "From Pueblo over the Colorado Southern to Denver" and home by the way of the Burlington.

A large majority of the delegation from Kansas, Missouri and other southern points will join enroute, and naturally their tickets will be routed somewhat differently, but the general instructions to all attending this meeting is to have their tickets read as indicated above, so that there will be no question of our party being always together.

My plans are to have the party leave Chicago on Sunday evening, June 15, on what is known as Number 13, at six P. M., which will bring them into Omaha at eight o'clock in the morning of the following day.

At Omaha we will be entertained by the citizens until one o'clock P. M. The principle feature of entertainment will be a sight seeing trip that will embrace the section of city destroyed by cyclone on Easter Sunday.

Leaving Omaha at the hour named, we will reach Belleville, Kansas, between five and six o'clock in the evening. We will be the guests of this hustling little city of five or six thousand people, for two hours, during which time they will show us the sights of their city and entertain us at a luncheon.

There will be no stops after reaching Belleville, until we reach Colorado Springs on the morning of the 17th at eight o'clock.

The program at Colorado Springs will be practically as outlined in the preliminary program, although necessarily there will be some slight changes on account of the numerous additional features that have been worked in by the Colorado people.

On our return after the conclusion of the entertainments extended to us in Colorado we will probably be entertained at Hastings, Nebraska.

GEORGE SCHLOSSER, Secretary N. P. A.

✣ ✣ ✣

Mr. and Mrs. A. W. Glessner and son, Herbert, of the Galena, Ill., Gazette, have just returned home after a three months' visit to Europe. Their itinerary covered in the neighborhood of eighteen thousand miles, including the more prominent tourist centers of the old world, such as Nice, Genoa, Pisa, Rome, Naples, Capri, Amalfi, Palermo, Tormena, Florence, Venice, Milan, Como, Bellagio, Lucerne, Interlaken, Lausanne, Ouchy, Paris, London, Edinburgh, Glasgow, Belfast, Dublin, Manchester and Liverpool. During the latter part of their visit Mr. Glessner, who was constituted an ambassador to the Rotary Clubs of the United Kingdom, was entertained, together with the members of his family, by the Rotary Clubs of England, Scotland and Ireland. Excellent weather, as a rule, was experienced and the trip proved an exceedingly enjoyable one. Since his return Mr. Glessner has made aldresses covering observations on the trip to the Chicago Rotary Club and also to the Committee on Relations with Other Illinois Organizations of the Chicago Association of Commerce.

The Galena Gazette has been publishing from day to day a series of letters written by Mr. Glessner in which descriptions have been given of the cities visited.

Well Known Newspaper Men Study University of Wisconsin

F. A. Van Valkenburg, of the Philadelphia North American; Owen Wister, the novelist; T. W. Entwisle, of the Philadelphia Ledger; and other newspaper men representing the Philadelphia and Pittsburgh papers accompanied the party of over 100 public officials and educators from Pennsylvania and Maryland, who spent four days at the University of Wisconsin, May 21 to 23, in studying the methods by which that institution is of direct service to the state and co-operates with the various departments of state government.

The visiting party, which was organized for the purpose of visiting the University of Wisconsin, under the auspices of the City Club of Philadelphia, traveled in a special train to Madison, where they were entertained by Governor F. E. McGovern, the faculty and regents of the University of Wisconsin, and the Madison Commercial Club.

The purpose of the visit is to develop at the University of Pennsylvania and other colleges of that state, similar methods of university extension and other means of bringing about closer relations between the colleges and the city and state governments.

* * *

Past President Tozier Criticises Publishers for Indifference to Their Own Interests

Portland, Ore., May 15, 1913.

Dear Bro. Herbert: Answering yours relative to persons who may attend the Colorado Springs meeting will say that at this date there is no certainty about Oregon being represented. I feel that I long ago did more than my share and have no regrets whatever. When a fellow attends twenty-four conventions without a miss, and seventeen executive meetings he has done enough, and if the other fellows in the business care not enough to continue the representation there will be no tears shed by me. Aside from yourself up to the 1910 meeting no one held the record that was held by myself.

The average newspaperman, like the dear old farmer, will vote for every interest save his own. Will vote against his church, his family and friends and stand by his party. His chief delight is in doing work cheaper and at a greater sacrifice than does his competitor. He opposes organization in his own industry but pays organized wages and organized prices for his goods. He will have an epileptic fit if asked to organize for his own protection, but will support others who organize. He delights in working long hours and making the county or city a present of the use of his columns for public printing. Why shed tears or lose sleep for a man who has no sympathy for himself? He who talks against the social feature of our association meetings and says he wants a business convention is the man who remains at home and does work cheap. He is neither a social human being or a business man. He is just a plain grunt and grind.

The social feature is what I like about the meetings of the National Press Association. The business part I can read in the National Printer-Journalist, pronounce the suggestions good, but follow along in the same old rut.

In this state there are several live organizations, and someone of the number should be willing to attend the Colorado meet. The Oregon Editorial Association has E. Hofer, editor of the Oregon Manufacturer, Salem, as president, and Phil Bates, of the Northwest, as secretary; latter address Portland.

The portland Press Club is a live organization.

The Willamette Valley Editorial Association, with Frank Jenkins, Eugene, president, and Elbert Bede, Cottage Grove, secretary, holds monthly meetings. Elbert Bede is a son of Adam Bede.

The State Woman's Press Club, of Oregon, is the strongest organization in the state. Miss Helen Sayr Gray, Box 692, Portland, is president, and Miss Mary C. Davies, 743 Greenwood avenue, Portland, is the corresponding secretary.

It is possible that someone taking the course in Journalism at the State University, Eugene, might attend.

I suggest that you send sample copy containing the program to Chester A. Dickey, business manager, and Alfred O. Mangold, editor of the Orange, the Junior Annual of the Oregon Agricultural College, Corvallis. I believe that if we will pay more attention to the amateur editors and those publishing school papers we will secure a class of members who will grow up in the N. P. A. and be its future life. No use wasting efforts on those past 35 or 40 years.

This is not written for publication, but to a friend.

ALBERT TOZIER.

* * *

DEAN OF JOURNALISM BECOMES EDITOR OF CAPPER FARM PAPER

Chas. Dillon, who has been dean of the department of journalism of the Kansas State Agricultural College for three years, has been appointed managing editor of the Capper Farm Papers at Topeka and will begin his new work July 1. Mr. Dillon spent his early life on a farm in the western part of Kansas but since manhood has been identified with Kansas newspapers. He has traveled much abroad, spent two years on one of the largest experimental farms of California, a year studying agriculture in the south, three years at the Kansas Agricultural College, and has had many years' experience in newspaper and farm writing, all of which has given him a broad outlook and a keen sympathy with the farmer and the farmer's problems. Mr. Dillon was for twelve years associated with the Kansas City Star in many capacities. His journalistic idea has always been the farmer wants information and not so much preaching and it was this idea which made the Kansas Industrialist, the college publication, the most unique and practical college paper in the world. Mr. Dillon has been a frequent contributor to the Saturday Evening Post, Collier's, Country Gentleman, American Magazine, Outlook, and many other leading publications. He is president of the journalism section of the National Press Association and undoubtedly will do much to increase still further the high standard of the Capper Farm Papers.

* * *

THE FIFTH (KANSAS) DISTRICT EDITORIAL ASSOCIATION

The Fifth (Kansas) District Editorial Association held its annual meeting at Clay Center, Kansas, Friday, May 23. About twenty-five Fifth District publishers were present, and they entered heartily into a discussion of the different papers presented. Prof. Merle Thorpe, of the School of Journalism of the State University, was the principal speaker. Clay Center people extended the glad hand and made it pleasant for the visiting members of the craft. This association was organized for the promotion of the fraternal and commercial interests of the Fifth District publishers and holds its meetings annually in different parts of the district.

The old officers were re-elected, as follows: A. Q. Miller, of the Belleville Telescope, president; H. E. Montgomery, of the Junction City Union, secretary-treasurer.

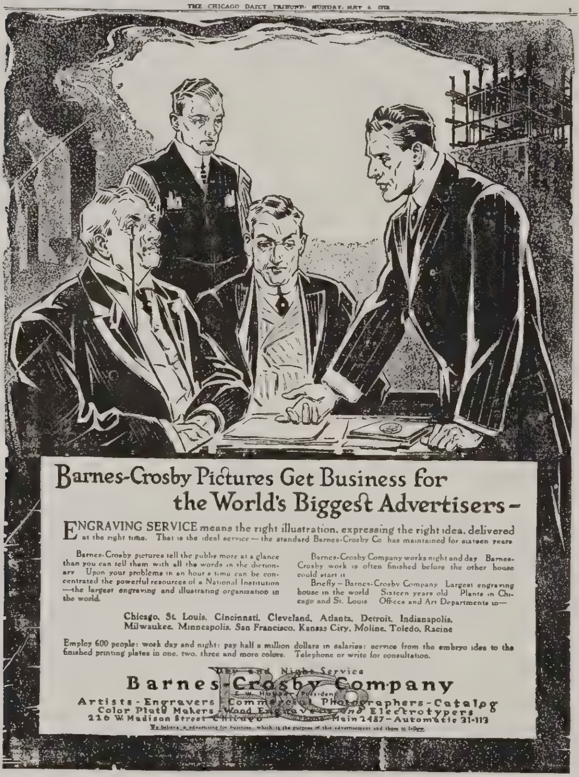
Yours, truly, A. Q. MILLER.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

GOOD ADVERTISING

We show, herewith, a reproduction of a page advertisement of the Barnes-Crosby Company that appeared in The Chicago Daily Tribune, May 5. It is one of a series and marks the beginning of a consistent newspaper campaign in the Chicago Tribune which will extend over seven or eight months. As an advertising proposition such a campaign is unique, as no other engraving house in the country has ever used big space in a newspaper of the class of the Chicago Tribune.



THE CHICAGO DAILY TRIBUNE: SUNDAY, MAY [illegible]

Barnes-Crosby Pictures Get Business for the World's Biggest Advertisers –

ENGRAVING SERVICE means the right illustration, expressing the right idea, delivered at the right time. That is the ideal service — the standard Barnes-Crosby Co has maintained for sixteen years.

Barnes-Crosby pictures tell the public more at a glance than you can tell them with all the words in the dictionary. Upon your problems in an hour's time can be concentrated the powerful resources of a National Institution —the largest engraving and illustrating organization in the world.

Barnes-Crosby Company works night and day. Barnes-Crosby work is often finished before the other house could start it.

Briefly — Barnes-Crosby Company. Largest engraving house in the world. Sixteen years old. Plants in Chicago and St. Louis. Offices and Art Departments in—

Chicago, St. Louis, Cincinnati, Cleveland, Atlanta, Detroit, Indianapolis, Milwaukee, Minneapolis, San Francisco, Kansas City, Moline, Toledo, Racine

Employ 600 people: work day and night: pay half a million dollars in salaries: service from the embryo idea to the finished printing plates in one, two, three and more colors. Telephone or write for consultation.

Day and Night Service

Barnes-Crosby Company

E. W. Houser, President

Artists-Engravers-Commercial Photographers-Catalog
Color Plate Makers-Wood Engravers and Electrotypers
216 W. Madison Street Chicago — Phone Main 2487 — Automatic 31-113

We believe in advertising for business, which is the purpose of this advertisement and those to follow.

The design of this advertisement is of interest to all who are interested in good and effective advertising. It was conceived by the Barnes-Crosby Art Department, executed by a Barnes-Crosby artist, and engraved in the Chicago plant of the company, and is in every way a Barnes-Crosby product. Naturally, effective illustration that gives life and effectiveness, is a prominent feature.

* * *

If the Monotype corps had been distributing dollar bills they could not have attracted a larger gathering than they did with the exceedingly instructive exhibit.

They showed a Style D and a DD keyboard, a composing machine setting from 6 to 12 point, a type caster casting type from 5 point to 36 point, and a composing machine setting 18 point. These machines were kept in operation constantly on all classes of work, illustrating the economies of the Monotype System of machine composition and casting type for the cases.

One of the features of the Monotype exhibit that attracted a large crowd of spectators was the operation of one of its keyboards on ordinary reprint copy at a speed of from 10,000 to 13,000 ems per hour. It is needless to say that to maintain this rate of speed the operator worked by the touch system, for his eyes were constantly on copy, and when working on narrow measure it seemed like a fraction of a second for him to travel from one end of the line to the other.

The Monotype's New York exhibit was a very successful one from every point of view and was in charge of Mr. F. H. Greene, the New York representative of the company.

* * *

A new branch of the printing supply business has been started by Barnhart Brothers & Spindler. It is located in Atlanta, and began operation May 1. It has taken over the business of the Dodson Printers Supply Company, which has for many years covered the Southeast Atlantic and Gulf states.

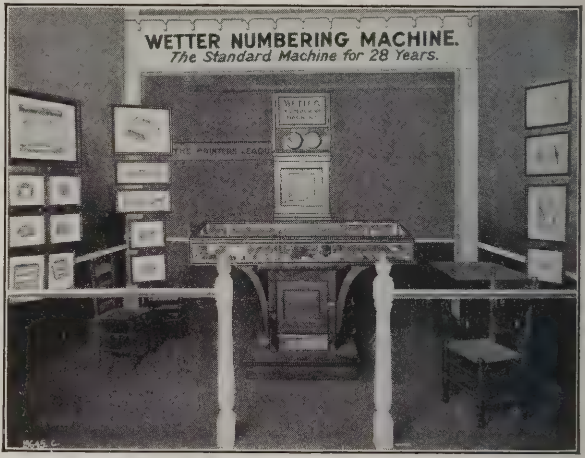
The manager, Mr. R. N. McArthur, is a Southern man thoroughly familiar with the trade of that section and well known in printing circles. A complete stock in every line will be carried at the house. The location is 20 S. Forsyth street.

* * *

THE WETTER EXHIBIT

As Quite Fully Described in Our May Issue

The Wetter Numbering Machine Company had a very interesting exhibit in Space 98 at the National Printing and Advertising Exhibition, held in New York, April 19 to 26, 1913, in the Grand Central Palace, and in addition to showing a full line of regular Type High Numbering Machines, they also exhibited several different styles of Special Machines for Rotary Printing Presses.



View of Exhibit of Wetter Numbering Machine Company at National Printing and Advertising Exposition, New York, April 19-26

These were in operation; something that had never been attempted before, and afforded many printers an opportunity never before offered in this line.

We give herewith an illustration of this exhibit that will serve further to give an understanding of the interesting showing made.

* * *

LINOTYPE MATRICES — ONE LINE

"Specimens" is the title of a 16 mo. book of 176 pages, in paper covers, just issued by the Mergenthaler Linotype Company. As the name indicates, the book contains "One-line specimens of Linotype faces" as the principal feature, and there are nearly one thousand matrix faces shown. The following, from the "Foreword" of the book, indicates pretty well and fully its scope:

"The introduction of multiple magazine machines so broadened the scope of the Linotype that its adoption for job and display composition, large newspaper headings, department store advertising, etc., has become almost universal. This, together with the large number of Linotypes now in use — more than 27,000 throughout the world — has rendered necessary the cutting of many new faces of matrices in order to meet the demand created by the phenomenal versatility of the Quick Change Model 8 three magazine Linotype and the Quick Change Model 9 four magazine Linotype.

This is a View of the F. Wesel Mfg. Co. Booth at the National Printing and Advertising Exposition Held in the Grand Central Palace, New York. It was, perhaps, the most artistic in arrangement of all the manufacturers' booths

"An edition of 'One-Line Specimens of Linotype Faces' was issued in August, 1910, in which were shown all matrices completed up to that time — a total of about 700 faces. By March, 1912, so many new faces had been added that a supplement to the 'One-Line Specimens' was printed, which included nearly 200 new faces. Since then 100 additional faces have been completed, bringing the total number of matrix faces now available to nearly 1,000.

✣ ✣ ✣

Barnhart Brothers & Spindler report an unprecedented business in electric welded chases, and particularly in stereotype chases, for which class they have received during the last sixty days orders for nearly 600.

Striking, as well as convincing, or strikingly convincing, may well be applied to the acting illustrations given in colors on the insert of the Mergenthaler Linotype Company, among the first advertising pages of this issue of the National Printer-Journalist. The facts are presented with instant effect, like the instant command of the linotype operator over the three magazines, containing six faces and three body sizes of type, on the Multiple Magazine, Model 8, of the wonderful Linotype Series. The pictures talk with clearness and distinctness. The saving of time and the convenience and economy of operation, over the single magazine machine are so apparent that one who runs may read and even a fool need not err as to the wondrous saving, secured.

✣ ✣ ✣

Barnhart Brothers & Spindler announce a new Handy Specimen Book of 160 pgaes, containing only type faces, borders and ornaments of their manufacture.

There are numerous display pages, some in colors, showing new uses for type and ornamentation and brass rule effects. Every face shown is up-to-date, and the numerous large families of their type are shown separately and in combination. It is stated that there is not one face in the book which is not standard — which will not always be usable in a printing office. All freak faces are barred.

On Sunday, May 4, the Denver & Rio Grande Railroad resumed operation of its popular open-top observation cars on daylight trains through the Royal Gorge and Black Canon of the Gunnison for the summer season of 1913.

These cars are unique in that they are regular passenger coaches with the top and sides removed above the window-sills, thus affording an unobstructed view, so much enjoyed by travelers through the Rocky Mountains. This opens a means for still greater enjoyment in viewing the wonders of Colorado to those who attend the convention of the National Press at Colorado Springs, June 17.

* * *

The American Type Founders Company not only show in their two ad pages this month splendidly attractive and practically useful and durable type faces but give some very valuable facts and wise advice for printers who are looking for economic methods and substantial success. It pays to read such advertisements. They are a joy to the eyes, while in the matter and substance they furnish priceless business wisdom.

The dull days of summer may be made the most profitable of all the days of the year. Preparedness is what makes the difference between success and failure. Preparedness means success and unpreparedness always portends, if it does not mean, failure. The summer season is the period in which to analyze the conditions and the wants of the plant—"to make a general clean up of type and material." To sort out worn and obsolete faces of types, to box, weigh and send to the foundry and exchange for new and up-to-date faces..

Read the advertisements on pages 374 and 375 and then act upon the wise suggestions contained therein.

* * *

"MORE THAN THE WORTH OF THE MONEY"

May 19, 1913.

Enclosed is bank draft for $2.00 in payment of my subscription to the National Printer-Journalist to January 1, 1914. It is a payment I very cheerfully make in this "high-cost-of-living" time, for I feel that in this instance I get more than the worth of the money.

Yours very truly, C. F. CLARK.

* * *

$500 BUYS COUNTRY NEWSPAPER AND JOB OFfice in thriving town in western Washington; unusual opportunity; liberal patronage; a good apprentice could handle this. Address, care Printer-Journalist, Chicago, Ill.

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WETTER

TYPE-HIGH NUMBERING MACHINE

Sold at Right Prices by All Type Founders and Dealers

Wetter Numbering Machine Company 343 Classon Avenue, Brooklyn, New York, U. S. A.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE—Lever paper cutter, "Leader." In condition for immediate use. A bargain for some one. Address, Sohm Electric Co., Ravenswood, Chicago.

SPECIAL BARGAINS in Duplex, Goss Clipper, Hoe Flatbed Perfecting, two-revolution presses for newspaper plants; 8-page Scott web for $900; 24-page list. Write for List A, Peckham Machinery Co., 1 Madison Avenue, New York City, newspaper outfitters.

WANTED, TO BUY — COUNTRY NEWSPAPER plant, without power press. Reasonable. Address Taylor, 631 Dewey Place, Chicago.

OLD TYPE WANTED—Cash or exchange. Empire Type Foundry. (Not in the Trust), Buffalo, N. Y.

MONOTYPE WANTED—Second-hand. C. L. Darte, 306 Lexington avenue, Buffalo, N. Y.

Bargains in Printing Presses

FOR SALE

FOR SALE—Three-deck press, prints 4-6-8-10-12-14-16-18-20-24 pages. Overhauled and rebuilt. Will sell at very low price. THE GOSS PRINTING PRESS CO., CHICAGO ILL

FOR SALE—Four-deck press, prints 4-6-8-10-12-14-16-20-24-28-32 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One Flat Bed Perfecting Press, prints 4-6-8 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

EXPERIENCED PRINTING HOUSE MANAGER, now printing expert for a western state, wants position to manage tiptop weekly or small daily newspaper and job business. Familiar with editorial, advertising, stationery and accounting. Absolutely reliable; gilt-edge references. Address Printer-Journalist.

FOR SALE—One Goss Clipper Press, with full stereotype equipment, printing from four to eight page papers, seven to eight columns, at an average speed of eight thousand per hour. This press is in first-class condition, and for quick sale will make a bargain price; terms satisfactory to purchaser. Glens Falls Publishing Co. C. V. Furness, General Manager.

Printer's Account Book

A TIME AND MONEY SAVER

200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5
The book measures 11¾ by 15¾ inches

NATIONAL PRINTER-JOURNALIST : CHICAGO, ILL.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

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Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tells the story.

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$1.20 per doz with extra tongues.

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Only **$4.80.**

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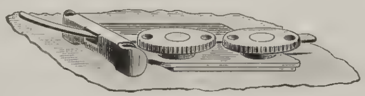
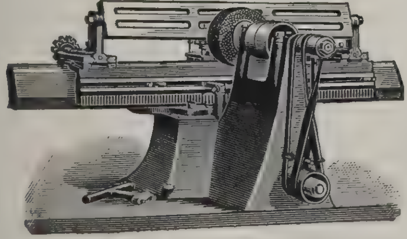
60 Duane Street, New York

From us or your dealer. *Free Booklets.*

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues.



Type E Knife Grinder, Back View

Knife Grinders

Our Type E machine stands on bench. Built in three sizes, to grind knives 26" long, $60 32" long, $65, 38" long, $70. We build three other styles in fourteen sizes, which will grind knives up to 120" long. Send for circular. Over 2000 of these machines in use.

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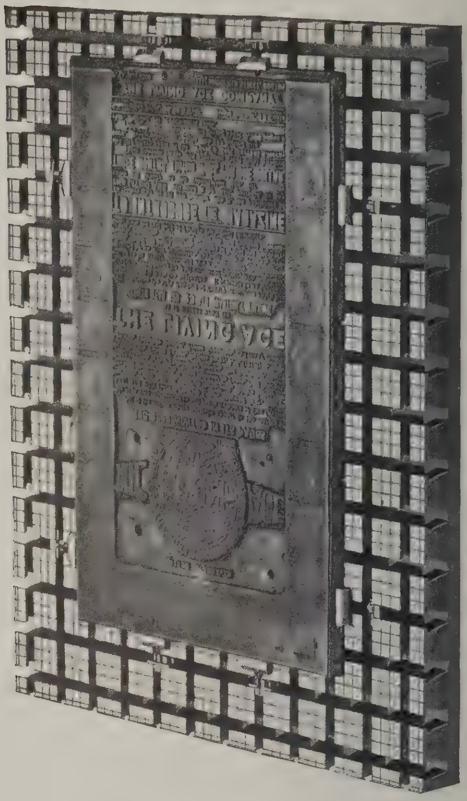
must be good or they would not be so extensively used in the best printshops.

The reason is that they are

**High in Quality,
Low in Price.**

Send for our catalog and price list.

Unique Steel Block Co.
Kent Avenue and Keap Street,
BROOKLYN, N. Y.



Printers' Ready Reckoner

Shows at a glance the stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1,000 copies of a book in any form, from octavo tc 32 mo, with other valuable tables. Fourth edition, enlarged. Price 50c.

NATIONAL PRINTER - JOURNALIST
STATION X - - CHICAGO

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LEICESTER, De Montfort Press
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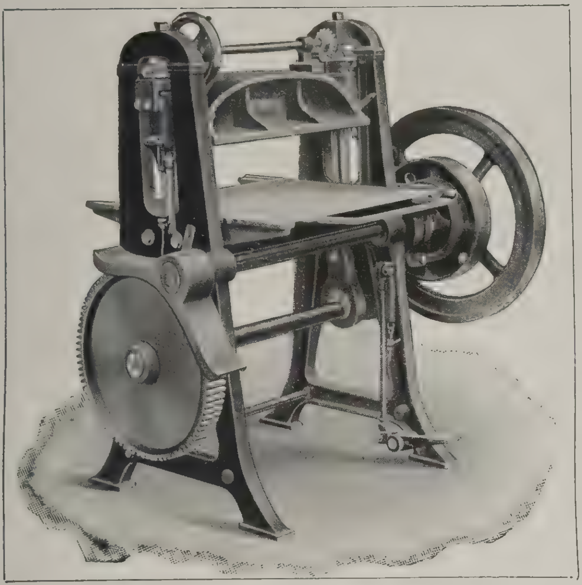

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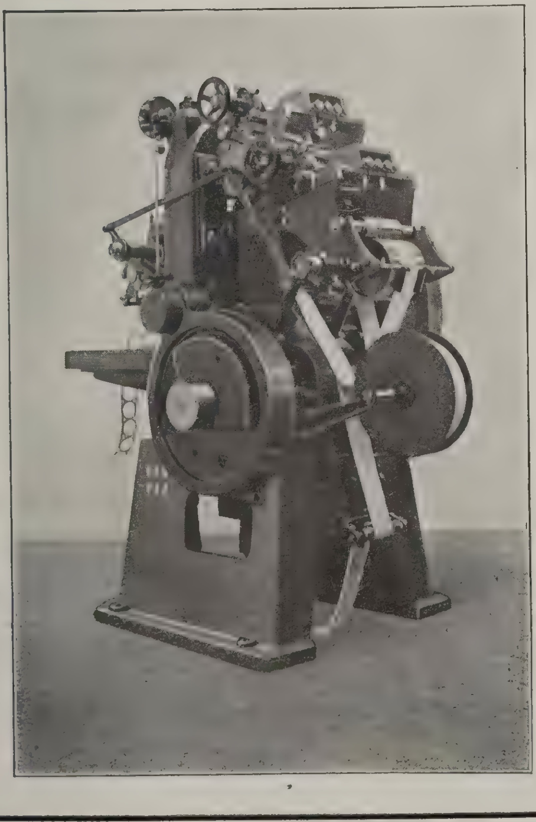

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Contains instructive information on all the various parts of the printing business, with diagrams of imposition and useful tables. "A book of instruction for beginners, a book of reference for the more advanced." 4th edition. 200 pages. Cloth, $1.00

National Printer-Journalist
Station X - - CHICAGO

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National Printer-Journalist, Station X, Chicago

Printer's Account Book

A TIME AND MONEY SAVER. 200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5.00. Book measures 11¾x15¾ inches.

National Printer-Journalist, Station X, Chicago.

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¶ Exhibits of the leading manufacturers of America and Europe.

¶ Attended by 5,000 printers of the six Great Central States.

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National Printer-Journalist
Challenge Machinery Co.
John Thomson Press
The Inland Printer
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Golding Mfg. Co.
Wood & Nathan
The Master Printer
The New York Revolving Portable Elevator Co.
American Steel Chase Co.
H. Hinze
Eagle Printing Ink Co.
Loring Coes Co.
Printing Trade News
Bucher, Peck & Lewis
Latham Auto Register
Austrich Co.
J. A. Richards
Dalton Adding Machine Co.
Central Ohio Paper Co.
Cleveland Folding Machine Co.
A. F. Wanner Co.
J. L. Morrison Co.
C. F. Anderson & Co.
Latham Machinery Co.
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Inter-type
Chicago Paper Co.
Diem & Wing Paper Co.
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Oswego Machine Works
Keystone Type Foundry

of Printers' Binders' Photo-Engravers' Machinery, Supplies
and Equipment and Third Ohio Cost Congress
Toledo, Ohio, September 1 to 6, 1913

Your Opportunity, Mr. Printer and Publisher

to meet the master minds of your profession; to witness demonstrations of the newest machinery and processes; attend the instructive and interesting sessions of Cost and Estimating Schools; enjoy the entertainment features planned on an unusual scale, including all-day trip on Lake Erie. Reserve the week—September 1 to 6. Hotel reservations now being made.

Your Opportunity, Mr. Manufacturer and Jobber

to place your product before the leading printers of the six great Central States — 5,000 in all. Your competitor will be there. Can you afford not to be represented? In six weeks 60 per cent of space has been reserved. Special plans have been made to minimize your expense and increase effectiveness of your display. Write today for full information.

EXPOSITION GENERAL COMMITTEE
H. V. Buelow, Managing Director
Terminal Exposition Building, Toledo, Ohio

NOTE: This is not a private enterprise, but is entirely in the hands of the printers of Central States, acting with the Central States Publishers' Association and the Ohio Printers' Federation.

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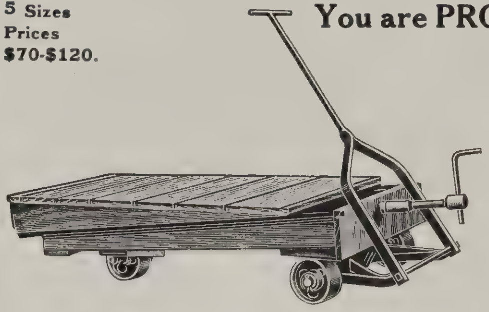
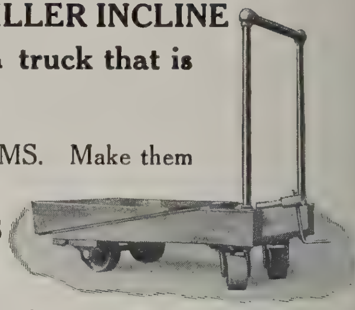
Prices
$70-$120.



You are PROTECTED when you buy a MILLER INCLINE TRUCK, the only LIFTING truck that is PATENTED.

One truck will serve 100 PLATFORMS. Make them yourselves.

Over 500 PLANTS now using THIS SYSTEM.

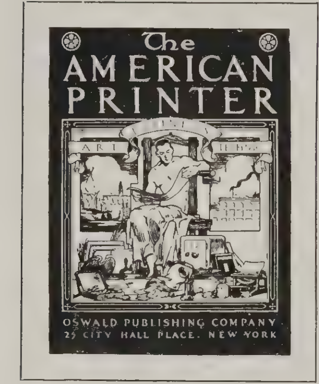


Write for Catalog B.

The above style for handling a sheet not larger than 40 inches. Price $60.

The Miller Incline Truck Co., 561 West 57th St., New York

Do You Know THE AMERICAN PRINTER?



If not, send thirty cents for a sample copy, and you will be pleased. A letter received just before this was written said: "That sample copy was enough to satisfy me; here's a year's subscription." It is a magazine of wide interest to those in the printing business; something for the printer (employer and employee), advertising man, publisher (periodical and newspaper), engraver, bookbinder, and others. It prints the important organization and general news, and is not afraid to urge good printing at good prices. The editorial policy is constructive and toward a higher plane in production and method. The June number, just out, is filled with practical matter, liberally illustrated, and there is a number of handsome color inserts.

Send 30c for a copy of the June number, or $3.00 for a year's subscription.

Oswald Publishing Company, 25 City Hall Place, New York

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Broadway, corner Third Street

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Moderate Prices Excellent Food Good Service

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

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Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

SOME TRADE OPINIONS

"A representative printers' paper"—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler. Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

Advertising rates on application to

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No printer or publisher can invest his money to greater advantage than by subscribing to one or the other of these offers.

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Printing Trade News (weekly, $3) **Printing Art Suggestion Book (monthly, $1)** **National Printer-Journalist " ($2)**	**$5.00**

OFFER No. 2

National Printer-Journalist (monthly $2) **Printing Art Suggestion Book (monthly $1)**	**$2.50**

The Printing Trade News

The Printing Trade News, 64 pages, is published weekly and has a very comprehensive business news service from all sections of the country. It deals entirely with the affairs of the business office and the executives. It collects weekly beside printing house news, that of the binders and rulers, the electrotypers, engravers, trade composition houses, the supply trade paper houses, lithographers, etc., has a business fiction story each week, patents of interest to printers, and editorially reviews important doings of printers and publishers during the week.

The Printing Art Suggestion Book

This is a monthly publication issued by the University Press, Cambridge, Mass., containing examples of typographic and other designs intended to assist the printer and those who are printing in the choice of color schemes, inks, and papers. It contains samples of standard papers, as well as novelties which are brought out from time to time by the various mills. It is full of ideas and suggestions for typographic design, display, and color schemes.

Send orders for the combination offer to

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NATIONAL PRINTER-JOURNALIST

1776 JULY 1913

CENTRAL STATES
MILLION DOLLAR EXPOSITION

"Greater ground floor space than Madison Square Garden" gives an idea of the size of Terminal Exposition Hall, where the Million Dollar Exposition will be held. Reserve the dates, September 1 to 6, for visiting this most elaborate of all printers' expositions.

History will be made by the Central States exposition of printers', binders' and photo-engravers' machinery, supplies and equipment to be held in Toledo September 1 to 6.

Greatest of All Printers' Expositions

Never has any exposition been planned on such an elaborate scale. Never has such backing been assured as is represented by the printers and publishers of the Central States, individually, and in their organizations.

Here will be presented under one roof all the newest appliances and methods. Cost and estimating schools will be in charge of the leading men of the craft. Addresses will be made by the master minds of the industry. An unequaled opportunity will be presented for live men in the trade to come into contact with the newest and best thought and practice.

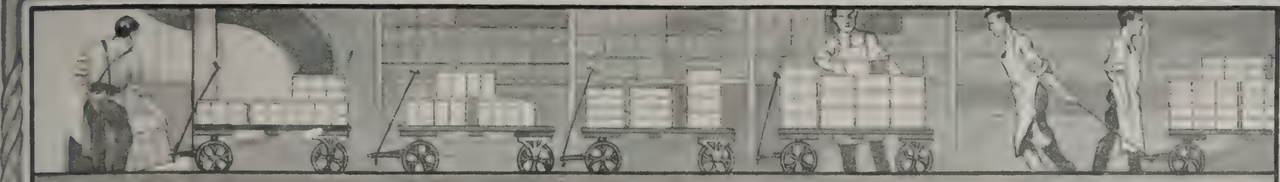
A Word to Manufacturers and Jobbers

You cannot fail to be impressed by the opportunity to place your product before this great gathering of printers, binders and photo-engravers, both employing and employed. Your reservation of space should be made at once. For details address

EXPOSITION GENERAL COMMITTEE
H. V. BUELOW, Managing Director, Terminal Exposition Building, Toledo, Ohio

NOTE — This great exposition is backed not by private enterprise, but by the printers of the Central States, and is under the direct management of the Ohio Printers' Federation. It will be held in connection with the Third Ohio Cost Congress.

Toledo, Ohio, September 1 to 6 (inc.) 1913



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"Butler Brands" of envelopes are not merely envelopes, as the word goes, but envelopes that show care and experience in gumming, cutting and folding: workmanship of the highest class—envelopes that are attractively packaged.

Whether you buy in large or small quantities you will find it to your interest to purchase of us. Two things are certain: you will get service that serves, and envelopes that are made to hold trade. That is how we built *our* envelope business.

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J. W. BUTLER PAPER COMPANY CHICAGO.
ESTABLISHED 1844

Says Barnhart's Jake:

You know there are some folks sadly lacking in what we call an "ear for music." They can't carry a tune to save their w. k. lives. When they whistle you never know whether it's Home Sweet Home or the Gaby Glide.

There is a harmony in type, too. Most of us have enough instinct for it to recognize a first class, truly harmonious composition when we see it, but comparatively few of us have the technical skill to create type harmonies—rare and exquisite combinations that chime in perfect tune with the message of the words. That is great art. Few can reach perfection, but the basic principles can be learned.

That's why I think our new type book, BARNHART'S PREFERRED FACES will get a warm welcome in thousands of print shops. It shows not only beautiful expressive faces, but shows how to use those faces in the best and most profitable way.

You probably have received your copy. Look it over carefully. Put it where you can get at it quickly and easily. Study it. There's a heap of valuable and practical suggestions in those 172 pages. All for you.

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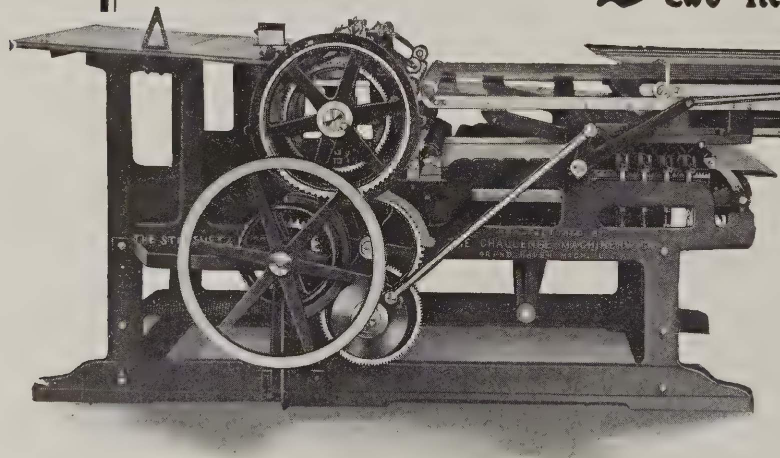
Stonemetz Two-Revolution

Printed-Side-Up (Carrier) or Printed-Side-Down (Fly) Delivery

Built in Three Sizes: 25x33"—26x38"—29x42"



THE STONEMETZ TWO-REVOLUTION CYLINDER PRESS possesses the strength to stand up under the heavy impression strain imposed by modern methods of hard packing and rigidly mounted plates.

¶ It registers perfectly, meeting the particular requirements of the multi-color printer—not only when new but always.

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¶ It runs quietly, smoothly, speedily.

¶ It is simple in construction, therefore simple and economical in operation.

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The Stonemetz is Sold and Guaranteed by Type Founders and Dealers in All Principal Cities.

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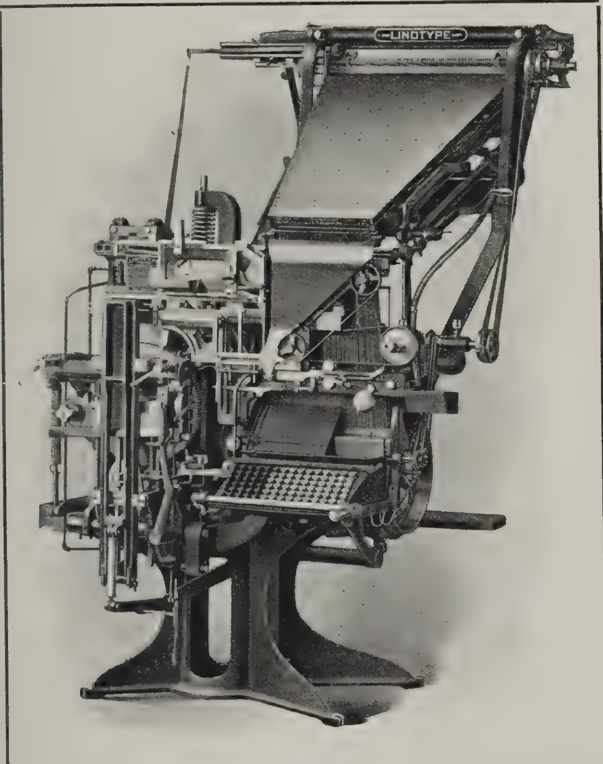
To Reduce Expenses and Expand Your Business

Weekly Newspaper Publishers Have Found That a Linotype Means a Bigger and Better Paper, Larger Circulation, Increased Advertising, and More Job Work



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Two-Letter Two-Magazine Linotype
$2,300

That's why so many are installing the

MODEL K

Two-Letter, Two-Magazine

LINOTYPE

IT EARNS MORE THAN ENOUGH TO PAY FOR ITSELF

You can buy a Linotype for a small initial outlay and easy deferred payments

WRITE FOR TERMS

The Multiple Linotype Way Is the Modern Way

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machines far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

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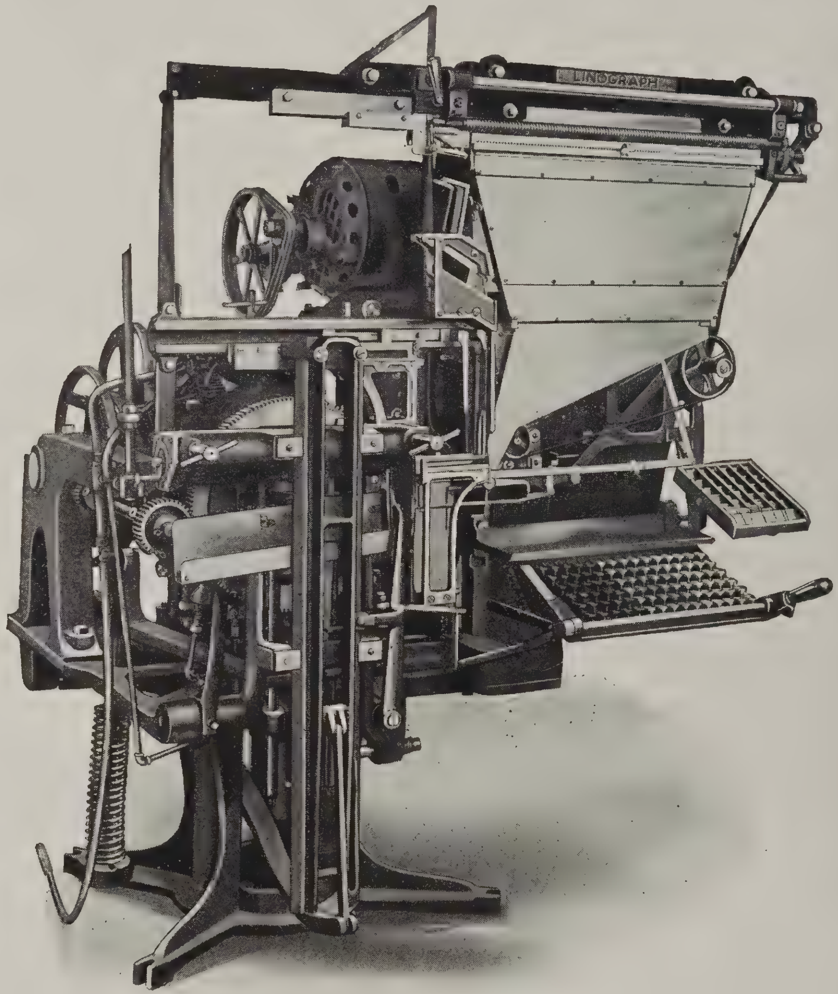
Simple, efficient and easy to operate



Especially designed for use in newspaper offices; convenient, simple and efficient.

Two-letter equipment; universal mold with a range from 5 to 14-point and up to 30 ems.

Magazine can be changed in 10 seconds, and weighs only 40 pounds.

Ample matrix supply—24 of each of the most frequently used characters.

The price, too, is worth considering.

Write for catalog.

THE LINOGRAPH COMPANY, Davenport, Iowa

HAMILTON COMPOSING-ROOM FURNITURE

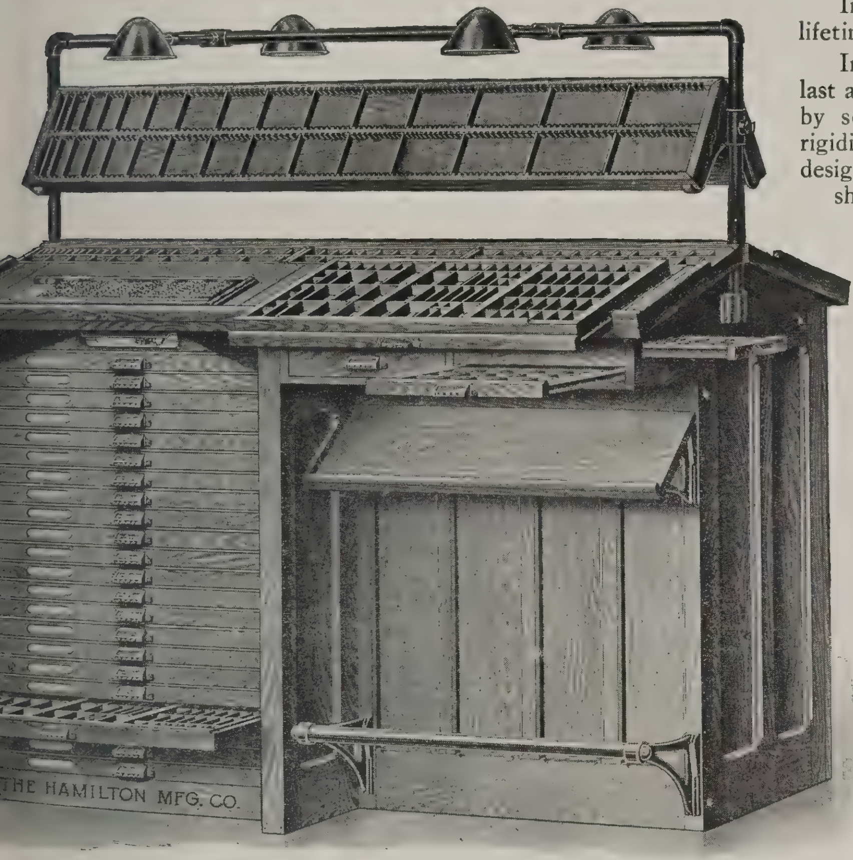
IN ALL WOOD OR STEEL CONSTRUCTION

HAS NO COMPETITOR WHEN IT COMES TO QUALITY

This equipment is used by more than fifty thousand practical employing printers in their composing and press rooms.

The high-grade men in the printing business are continuous users of Hamilton equipment. They are willing to pay a fair price for a good article.

The greatest asset we have or could possess is a line of continuous, satisfied customers who naturally gravitate to the Hamilton factories when they are in need of composing-room equipment.


THE HAMILTON MFG. CO.

No. 4 Ad.-man's Cabinet in Wood Construction

In wood construction we build to last a lifetime or longer as a full life is measured.

In steel construction our furniture will last apparently for all time, unless destroyed by some unforeseen agency. Strength, rigidity, compactness, convenience, pleasing designs, good materials and good workmanship; all these are characteristic of the product of the Hamilton factories. It will always be our aim to maintain this high standard of quality.

In building composing-room furniture we may use more and better materials than are necessary, but we prefer to do it that way.

We may take a little longer time to build than would always seem necessary, but we prefer to build right and that takes time.

The test of the printing-office is severe and continuous, and we have this always in mind when planning the construction of our equipment.

If your composing-room is not already equipped, let us show you how you can save from 25 to 50% of your floor space and from 10 to 25% of your composing-room labor. That should be inducement enough for any wide-awake printer considering the problems relating to cost of production and cost reduction.

Experts always at your service.

New Ad.-man's Cabinet Nos. 3 and 4

This Cabinet combines all the good features found in other popular Composing Cabinets.

Extension front for type cases; mortised label holders; electric lighting for type cases and banks; copy drawers; sliding trays for quarter-size rule cases; supplementary galley bank; removable working top; adjustable two-faced overhead lead and slug bank; foot rails; mortise in bank with justifying lead and slug cases and with sliding working bank on which the type case is placed, thus making this justifying material readily available without removing the type case.

This Cabinet has two tiers of type cases, one on each side. Two men work at the cabinet, one from each side, without interruption, each having complete equipment at hand, both sides of the cabinet being exactly alike. Supplied in wood or pressed steel construction.

Send for complete descriptive circular.

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Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

SPEEDLIMIT BLACK INK
PERMITS OF
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PRINTING AND BINDING
ALL THE SAME DAY
EQUALLY GOOD
FOR HALF TONE WORK
WHEN SPEED IS NOT REQUIRED.

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CINCINNATI

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KANSAS CITY
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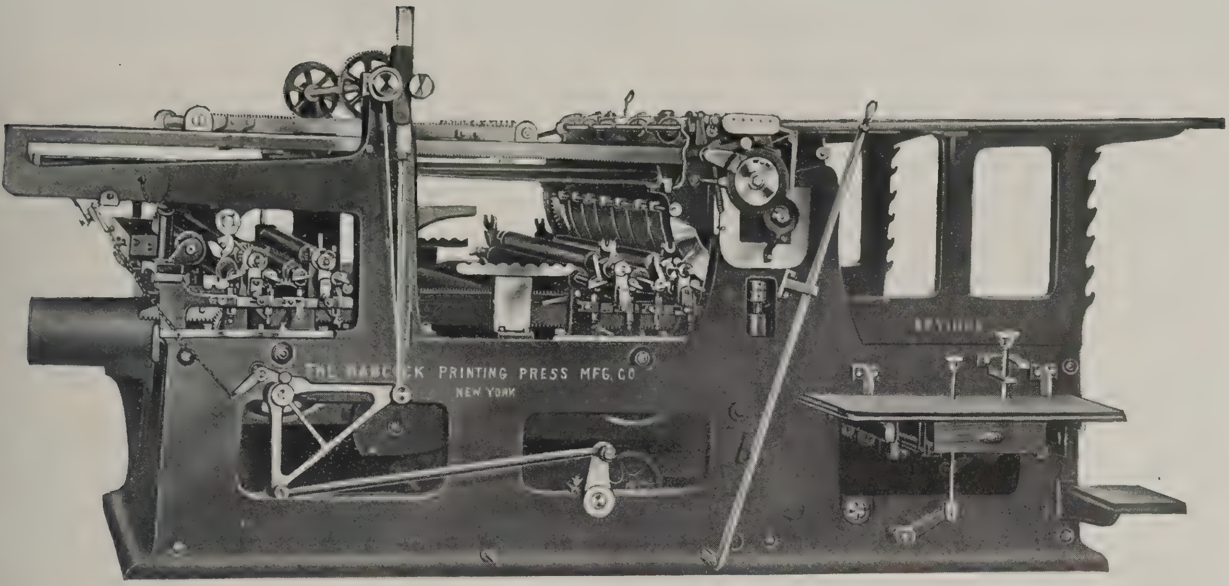

THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

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National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

The Babcock Optimus

The Babcock Optimus

To print fast and pile slow—to work at speed and deliver at ease—is the amazing Optimus way.

Not another's way is like it. It is the best way—one of the big things in printing presses.

Sheets are not covered as fast as printed. Nor does the machine get behind at any point. No puzzle about it. The delivery is as fast as impressions, yet sheets are not covered as fast as printed.

Each gets open air treatment for practically three impressions. No claim necessary that this makes for better work; everybody knows it does.

It means more output. The Optimus need not run slowly to save offset when sheet exposure is three times longer than the common press permits at like speed.

More speed comes in another way—another surprising Optimus way: No change is made for different jobs.

Big or little, thick or thin, tissue or board, are all the same to the Optimus delivery.

No adjustment, setting or resetting, is needed to time it to size or adapt it to stock. It is ready; go ahead! More time saved; more work done.

Each year's saving is a good cash discount on press.

This feature—this rare Optimus way—takes no extra space. It is contained within the small limits of the press. The printed sheet from cylinder stops on rear of delivery. It advances to the front at the next movement, and the following sheet takes its place at the rear. The succeeding movement withdraws the carriage from under first sheet, which drops softly on the pile and is jogged into place; the second sheet has advanced, the third is on.

There are now two sheets on the delivery and one on the table, printed side up, with nothing to interfere with their complete exposure.

Three impressions place sheet on table; after that every impression adds another that has traveled the way of the first. There has been no hammering, no violent action. The sheet is perfect if perfect when fed.

Many times slip-sheeting is avoided. For exceptional forms, a separately sold attachment makes it easy at usual speeds.

Tissue is handled fast. It has been worked at 2000 an hour when a third of that was good work on another.

Delivery telescopes upon itself to open up front of cylinder. Front part of feedboard thrown back opens up cylinder at rear.

The nearly flat feedboard makes close register feeding easier.

Tape tension is automatic.

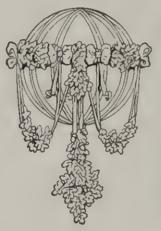
The Optimus delivery established its superiority years ago. Those old presses still give first-class service, with not a complaint from one of them.

It is far better now than then—a perfected feature promoting the production of work of the highest excellence with greatest certainty.

SET IN AUTHORS ROMAN

24 Point 5 A $1 70 10 a $1 85 $3 55

DESIRE FINE MODES
New typographic effect
delighted many printers



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14 Point 11 A $1 45 22 a $1 60 $3 05

STRIKING CHARMS
Discerning advertisers
and printers will easily
recognize the splendid
possibilities which are
embodied in this series

10 Point 14 A $1 20 27 a $1 30 $2 50

NEW BUSINESS METHODS
INCREASED PRODUCTION
The greatest factor in building
up a live printing business is the
type. It is the great power that
animates or retards the growth
of an establishment. American
types are big business builders

72 Point

RIGHT
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60 Point

SUPERIO
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48 Point 3 A $4 20 5 a $3 30 $7 50

GENUINE MODE
Displays Harmony

30 Point 5 A $2 35 8 a $2 10 $4 45

MODEST DESIGN CHARMS
Experts Hail Distinctive Merits

A
TYPE
C

ORIGINA
IN P

Grecian Shaded Border Floral Decorators Lithotone Brass Rule haded

18 Point 8 A $1 55 15 a $1 70 $3 25

HARMONIOUS REMARKS
Delightful reports concerning
the merits of this grand type
series are constantly received

3 A $7 80 4 a $5 00 $12 80

MBERS
ochure

3 A $6 80 4 a $4 40 $11 20

INTING
y Effects

12 Point 13 A $1 30 26 a $1 50 $2 80

BEAUTIFUL PRODUCTS
Printers should aim toward
producing results which are
striking as well as beautiful
by studying the qualities of
this new and very charming
shaded $1234567890 style

8 Point 16 A $1 05 33 a $1 20 $2 25

BOUNTEOUS HARVEST INSURES
DOLLARS FOR PRINTING TRADE
Equip your plant with this dainty type
and be fully prepared for a constantly
increasing demand for profitable work
that the compelling excellence of this
series will impel among discriminating
buyers of printing; this new face will
greatly assist the printer in capturing
the elusive $1234567890 dollar bills

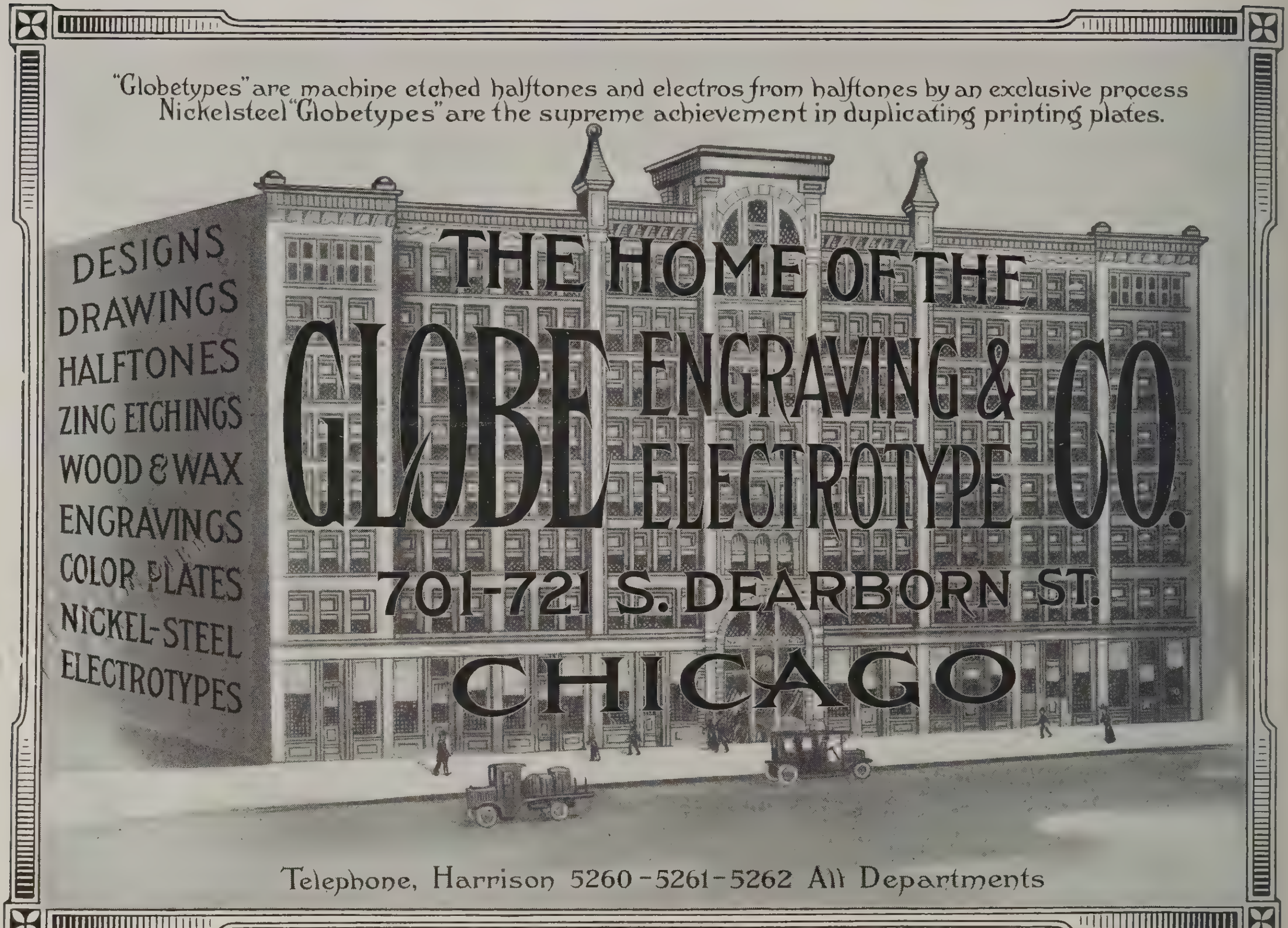
42 Point 3 A $3 20 6 a $3 05 $6 25

MERITED RETURN
Strongest Characters

S

36 Point 3 A $2 65 6 a $2 55 $5 20

EMINENCE PROMISED
Rare Grace and Strength



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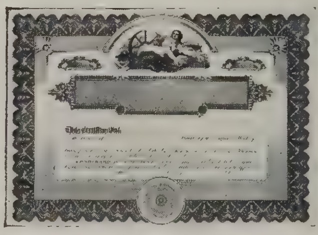

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for stock certificates and bonds are preferred by dealers and investors because they are made like banknotes They look like money. They feel lik money. Crisp currency—that's the idea

"K. B." BLANKS

are the only line of steel engraved blanks made in this manner. Do not confound them with other or lithographed blanks. Stationers and printers should be interested in this proposition. Samples and prices on application

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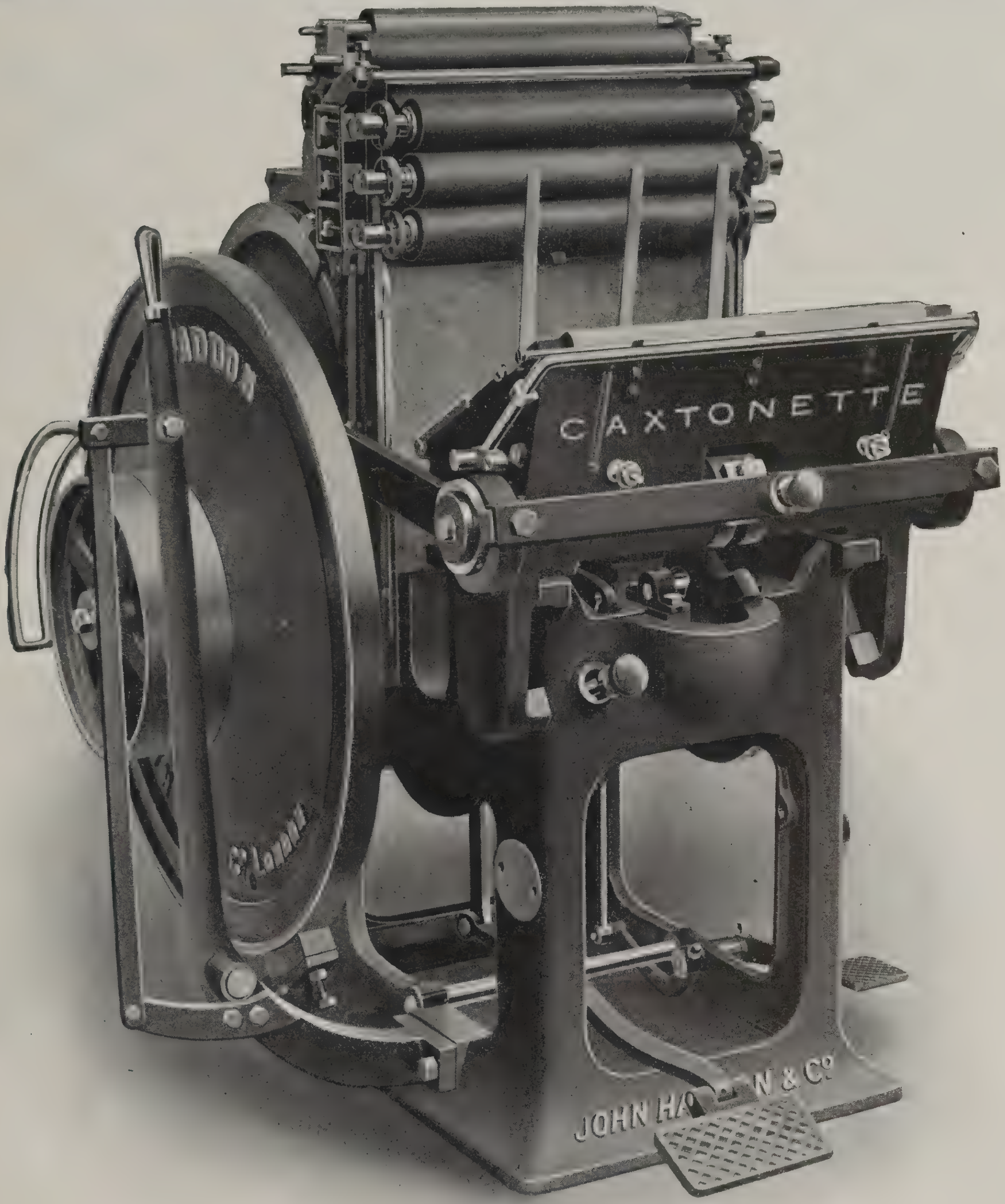
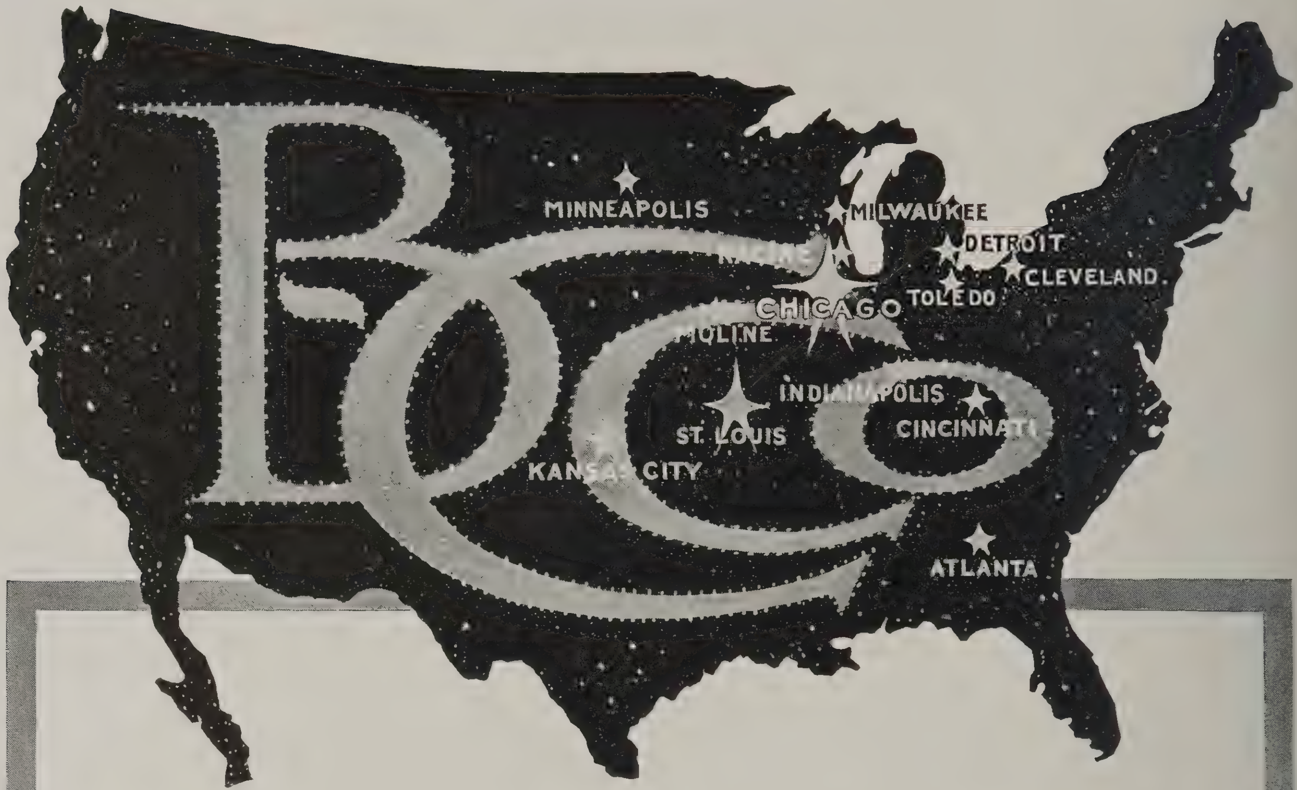
Latest Achievement in the Building of a Small but Powerful Press



For prices and further particulars apply to
H. Hinze Machinery Co., Tribune Building New York
Sole American Agents for ALL Caxton Presses



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Because of the detail and the individual attention involved in the production of illustrations and engravings it was long supposed that no engraving concern could satisfy more than a local demand.

Back in 1902 ***Barnes-Crosby Company*** took the first step in shattering this fallacy by installing a branch office at Detroit. Since that time not a year has passed that has not seen a new B.-C. office established.

Today, with two immense manufacturing plants located in Chicago and St. Louis, eleven permanent branch offices and a force of traveling salesmen, Barnes-Crosby Company stands as the highest type of business organization.

Our experience in meeting the varying needs of so many customers is part of the intrinsic value you secure in dealing with us. The above map will help you to locate our nearest branch office.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists : Engravers : Catalog and Color Plate Makers

226 W. Madison St., Chicago 11th & Locust Sts., St. Louis

Branch Offices and Art Departments in Eleven Principal Cities

Johnsonized Printing Machinery

We are continually trying to increase the already high standard of JOHNSONIZED MACHINERY, and the new home of JOHNSONIZED MACHINERY has been a big help to us; large, light, comfortable quarters separated from our type and printing supply business—it enables us to carry a much larger stock and take advantage of more bargains than formerly. We have now probably the largest stock of reliable rebuilt machinery west of New York. Read what our customers say:

From the Sheridan County News, Plentywood, Mont.
May 30, 1913

"The press, together with our other new equipment, was purchased from the C. I. Johnson Mfg. Co., of St. Paul, Minn., and the name of the firm is sufficient to warrant that everything we have purchased is standard and up-to-the-minute stuff. The C. I. Johnson Mfg. Co., is one of the very few firms that is free from the big trusts, and the courteous treatment that has been extended to the writer is suffice to state that the newspaper boys of the Northwest will find the Johnson Manufacturing Co. a very competent firm, and one that will prove a great help to the newspaper fraternity. All hail the Johnson Mfg. Co. and their courteous way of doing business."

From the Cuyuna Range Miner, Cuyuna, Minn.
June 6, 1913

"Both machines were bought through the C. I. Johnson Manufacturing Co. of Saint Paul, Minn., which alone is a guarantee of their correctness."

From the Swea City Herald, Swea City, Iowa.
"Dad" Johnson Comes
May 29, 1913

"In connection with the new machinery the Herald is installing, the publishers were pleased to have "Dad" Johnson, himself, of the C. I. Johnson Manufacturing Company, arrive on the scene to supervise the work. Owing to many advance orders, the firm's press erectors were all at work, and it was necessary for the senior Mr. Johnson to get out on the job. He has had many years' experience as a machinist, and it is unnecessary to say that the work went off with exceeding smoothness."

C. I. Johnson Manufacturing Company

Hansen Type
and Material

THE FIRM OF PRACTICAL MEN

Saint Paul
Minnesota

THIS ADV. SET IN HANSEN CASLON FULL FACE AND CONDENSED

HALFTONE RUNION BORDER

A LETTER!

This is a copy of a letter sent by us to a large printing house concerning the STANDARD HIGH SPEED AUTOMATIC JOB PRESS fitted with the DOUBLE FEEDING ATTACHMENT. This is the most profitable printing machine ever invented.

GENTLEMEN:--

During the Printers' Exposition held at New York we were showing our Double-Feeding Attachment on the STANDARD HIGH SPEED AUTOMATIC JOB PRESS, and it made a big hit. With this Attachment the STANDARD automatically prints two jobs at a time at a speed up to 3,500 impressions an hour; the two jobs may be of different sizes and different kinds of stock; one job may even be cardboard and the other paper. If the quantities vary on the two jobs, a bar chase is used and after the job with the shorter run is finished, the form is simply unlocked and the one job dropped and the chase then put back into the press and the other job completed without further make-ready or any other change.

In a plant that is doing much job work it is possible to keep at least one STANDARD busy running two jobs at a time, and under these conditions the press would be a phenominal money-maker. If the selling price of the jobs did not amount to more than 75 cents per thousand, and if the press ran only 75% of the working time, and then only at a speed of 3,000 an hour instead of the full speed, the press would earn a profit of over $6,000 a year after deducting all operating expenses. Or if the press ran only 50% of the time under these conditions, it would earn a profit of over $3,500 a year. You can readily demonstrate this yourself, if you will go into the figures. We do not recommend reducing the selling price of the output, as the prices for job printing are established by the small printers who must feed their work by hand, and it is not possible for them to go lower and live, while the reputable concerns can get all this work they can handle, if they can meet the small printers' prices; it is for this reason that we mention 75 cents per thousand as a basis.

Running one job at a time the STANDARD will take a form 11 1/2x 17 1/2 and handle a sheet 13x19 inches; this would be two letter heads or two letter circulars; it takes all grades of stock from onion skin to 120-lb. cardboard at a speed of from 2,500 to 3,500 per hour; the speed would vary according to the nature of the work or character of the stock; thin paper on account of its lightness would have to be run at the slower speed, as it does not fall out of the delivery grippers as quickly as heavier stock. Long runs are not necessary, as make-ready can be done as quickly on the STANDARD as on a job press.

The Capacity of the Double-Feeding Attachment is a combined width of fifteen inches for the two jobs. The Double-Feeding Attachment adds but $150 to the cost of the press.

On the larger jobs which are printed one-at-a-time on the STANDARD, the selling price would probably average $1.00 per thousand, and if the press ran only 75% of the time at an average speed of 3,000 an hour, the STANDARD would earn over $3,500 a year profit, or if the average did not exceed over 2,500 an hour the year's profit would be over $2,750.

On long runs where it is customary to make electrotypes and print the job on a cylinder press, the STANDARD will beat out a cylinder even though the cylinder takes a sheet four times as large as would be printed on the STANDARD, for the reason that the speed of the STANDARD is nearly three times that of the cylinder and it costs only half as much to operate, besides saving the cost of electrotypes and the difference in the time and cost of make-ready; for the same expense the output from the STANDARD would be nearly 50% greater than that of the cylinder press. No automatic job press has the wide range and great scope of the STANDARD.

Another decided advantage of the STANDARD is the fact that during comparatively dull seasons the STANDARD maintains the efficiency of the pressroom with a limited working force. One man on the STANDARD can do the work of three or four job presses, and much of the work usually run upon a cylinder press can also be done on the STANDARD by dividing the forms so as to bring them within its size limits.

You could undoubtedly use two of these presses, one with the Double-Feeding Attachment and the other without.

Most of our sales have been made here in the East, and among the best houses. We had confined the territory because of the limited number of presses that were being turned out at the factory, and up to within the last few months we had done no advertising in the trade papers. Many of our customers have increased their original equipment so that in 15 of the plants 35 presses are in operation.

The price of the STANDARD is $1,750 (Double-Feeding Attachment $150 extra). The terms are $250 cash, when press is erected, the balance being covered by monthly notes of $100 each, bearing interest at 6%. A discount of 5% is allowed on the entire purchase price if the balance is paid within thirty days after installation.

With the foregoing facts before you we trust you will be able to decide the matter of purchasing, and we will appreciate it if you will drop us a line.

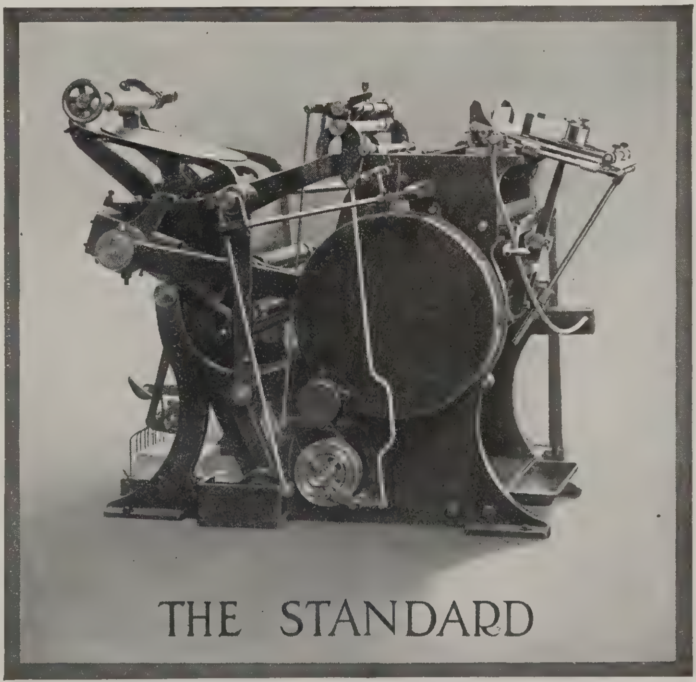
Yours very truly,

WOOD & NATHAN COMPANY.

Sole Selling Agent

Standard High Speed Automatic Job Press

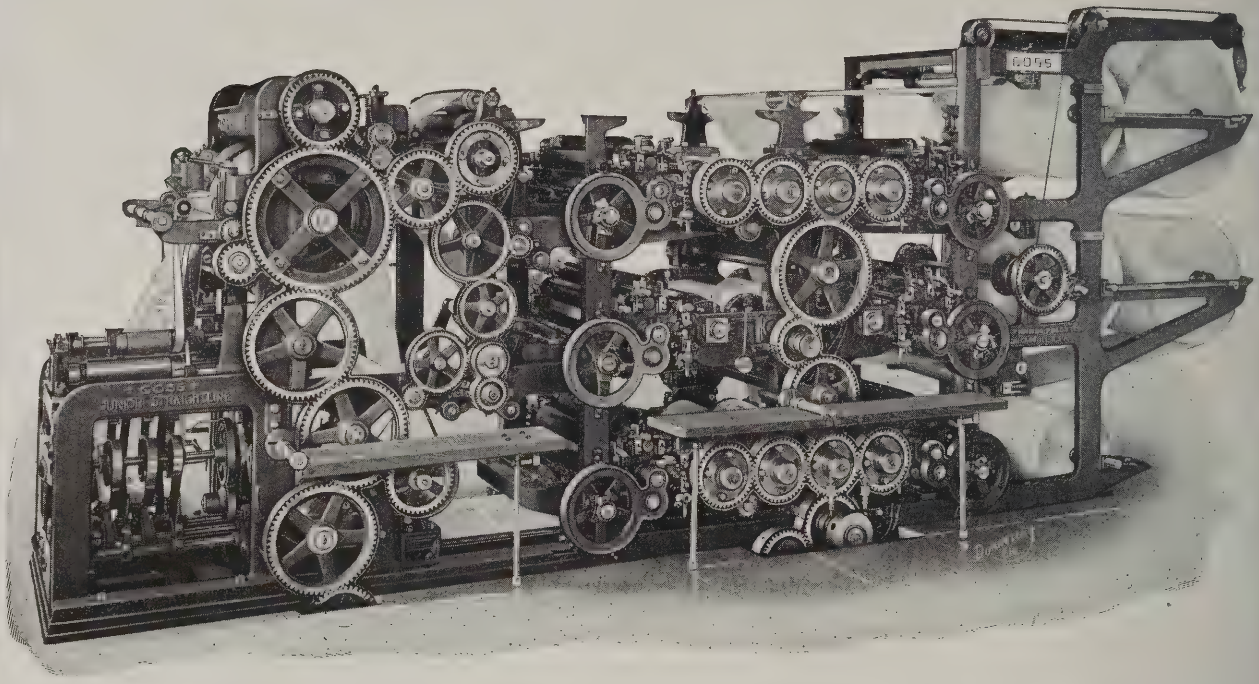
1 MADISON AVE., NEW YORK CITY



SOMETHING ENTIRELY NEW

THE GOSS Junior Straightline

Built on Our Regular Straightline Design



Built 2, 3, 4-deck high, or in tandem, according to space or selection, producing 4, 6, 8, 10, 12, 14, 16 pages in book form, printing seven columns wide by length of columns from 20 in. to 22 in. All plates cast from our standard stereotype machines (no boring of plates required). Can be arranged to print from one to three extra colors. Additional decks or sections can be added at any time in the future. Can be made to deliver products either one-half or one-quarter page size. Best workmanship and material used in its construction. Ask for further particulars.

Manufactured by

Goss Printing Press Co.

Sixteenth Street and Ashland Avenue
Chicago, Illinois

NEW YORK OFFICE: No. One Madison Avenue, Metropolitan Building

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-One Chicago, July, 1913 Number Seven

Composition—Hand Vs. Machine

By Edward U. Roper

THE controversy between machine and hand composition cost waxes warmer, and as it gets warmer it gets more turbulent, and of necessity less and less clear.

This is perfectly natural from the condition of the minds of the contestants.

The men particularly and specifically interested in hand work are more anxious to prove the men interested in machine work wrong than they are to prove themselves right, or find out which is best for the printer — the man who pays the bill in either case.

The same desire and the same methods govern the machine men, only, I think, they are not so sure of their position, for they will not assist in an intelligent, systematic effort to find out what their composition does cost — either linotype or monotype.

The three classes are all wrong, and getting worse mixed every day, in that they do not know or seem to care what constitutes composition.

And further, they do not recognize the difference in the term in the different shops.

Does composition include all the work that is done on the type, and its cost, from the time it enters the compositors' hands until it is turned over to the pressman; or does it go farther and include the time of registrar and proofreader for final O. K., or does it stop somewhere in between?

Does it include the wear and tear caused by the press room on long runs and bad paper?

Does it include the damage done by hammer and quoin key in smashing it down by careless pressmen?

Does it include the additional expense caused in distributing sticky, dirty type, because it has not been properly washed, and because the pressman has opened up the form and filled the space with gasoline, or stale beer, or some other sticky substance, so that letters will not pull up and spoil his work, or that the price of electrotypes may be saved?

Does it include the time spent in looking for sorts, or cutting leads and rules to special measure, because the artist, salesman, employer or customer orders a border made to the one-sixteenth of an inch, and the margin inside the same way; not one of the four knowing that type is made to one-sixth of an inch, and that these terms cease to be analogous at less than the quarter of an inch.

In fact, what is composition?

It is, and should be, the same in all cases. In the days of hand composition, before the machine was thought of, and before there was any controversy except between the employer and the compositor, there was a definite understanding as to what the term meant; it was so well understood that I see no reason why it should be changed, and if that definition were used now, and the debate started over, it would certainly be possible to arrive at a definite cost of machine and hand composition, and an understanding of the merits of each, and a putting of them in their proper place.

Composition is the putting in type of a piece of copy exactly in accordance with instructions received.

Any changes from this must come under some other heading.

If the author makes changes the office makes a charge for the time, and it goes into the hours sold. This is as it should be, and constitutes a source of revenue.

If the office makes changes, it should be charged to the office and not to the composing room. This is not done, and constitutes one of the largest sources of expense in the composing room.

I would like to cite instances. I would like to show some of the copy I have received, and the instructions with it. Show the first proof that is given to the foreman; the second, and sometimes the third; the first proof to the proofreader, and the efforts that have been made to get a proof without a bad letter. And then a moving picture of the salesman coming back with that proof to the foreman, and the changes and the time that goes into I know not what, except that it is the indefinite, nondescript term "non-chargeable" that is carried by the chargeables, and, as I have said before, is lost in the payroll of the composing room. So can be put over as only a matter of debate, as it is certainly past understanding why these charges should continue so persistently.

Before I am through I hope to show how these various problems may be solved, and how they should be treated in estimating and price fixing.

They can, to a certain extent, be eliminated, but never entirely; though they can be placed in the cost sheet where they belong, and the responsibility for them fixed.

When you realize that the customer has told the salesman what he wanted in a rather hazy, indefinite sort of way, while they were talking about the ball game, their next fishing trip, or the one that is past; that the salesman has given his instructions to the office in a decidedly offhand manner, and then as he remembered it; and that the order has gone to the foreman by the order clerk, who did or did not put down what he remembered, and that the foreman has gone to the compositor with the definite (?) instructions for the work that may have been given to him orally (or may not).

Is it any wonder that you have changes in size, style, and copy, that cannot be laid to anybody's door, and that the charge must go into the overhead. Have your system show you what these items are, and charge them as such, and you will have no trouble in knowing and proving what composition costs per hour. They do not belong in composition cost any more than freight, or rent, or insurance, or bad accounts.

I want to show next time how this can be found by the thousand ems, and how it may be used for estimating and charging.

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The Forty-Ninth Annual Convention of the Illinois Press

ATTENDANCE at the forty-ninth annual convention of the Illinois Press Association at Decatur, Ill., June 3, 4 and 5, was not large, but the meetings, otherwise, were most satisfactory, as were the local entertainments. The early days of June have been more than once proven as not propitious, as to time, for holding editorial gatherings.

This year the papers presented were of a high order of excellence and of much practical value. The people of Decatur, as represented by the officers and members of the Decatur Club, the faculty of the Millikin University, the high school officials and the teachers, as well as the manufacturers whose plants were visited, proved excellent entertainers and attentive hosts.

There was much to show and all were justly proud of their city and its institutions. Without boom or noise, Decatur has grown to be a city of thirty-five thousand people, half of that growth having been within fifteen years. The improvements in all lines have more than kept pace with increase of population.

In all that makes a model municipality in this twentieth century, Decatur stands very near to the head of the line. Points of especial interest to the editors outside of its wonderfully perfect trolley system, great public schools and churches, remarkably well conducted newspapers, and fine hotels, were the James Millikin University, the Pythian Home, the Mueller Manufacturing Co. factories, the Leader Iron Works, the great newspaper and job printing establishments, and Staley's Starch Works; and, when it came to recreation, social enjoyment and entertainment, the Country Club, on the banks of the Sangamon, overlooking valley and forest, and the unrivaled golf field of one hundred and twenty acres, surpassing all others in the state, took the highest honors and furnished greatest pleasures.

The sessions were held in the hall of the Decatur Club, which, by the way, is housed in one of the largest, best arranged and furnished club buildings to be found in any city of the size of Decatur anywhere in the United States.

Mayor Recognizes Power of Press and Enforces Obligations for Uprightness

The first session was opened Tuesday morning, June 3, with prayer by Rev. T. N. Ewing of the Grace Methodist Episcopal Church of Decatur, and the city's mayor followed the worthy divine's petitions for Heaven's blessings on the editors, with welcoming words proclaiming the pleasure over their visit, saying in substance, among other kindly things, that the city of Decatur appreciates the coming of the Illinois association as an honor and also as a compliment. The gentlemen of the Illinois Press Association are men of discriminating judgment, and he believed that they would appreciate Decatur as Decatur appreciates them. The mayor said that he realized the power of the press in molding public opinion and as a source of information from which a very large majority of the people must derive most of their information as to public affairs. In his opinion the newspaper that deceives or misleads the public in matters of important news is as culpable as a public official who betrays the trust that has been reposed in him. He was glad to say that the Illinois press is not open to the charge of deceiving or misleading, but that it gives the news as it is and prints the facts regardless of politics. He was pleased to say, also, that the newspapers of Illinois are beginning to pay much attention to the character and veracity of advertising as well as to news, on the ground that a newspaper lends endorsement and support to an advertisement by giving it space in its columns.

Hon. Owen Scott Tells of City's Greatness

Hon. Owen Scott, formerly of Bloomington, from which city he was elected to Congress, a past president of the Association, and one of the oldest and most highly respected members, followed the mayor, joined in Decatur's welcome, told of his joy over the visit of his newspaper comrades to his new home city, and enumerated a few of the things that make Decatur so desirable and worthy of praise. Among these he spoke of its sixteen public school buildings, with 6,200 pupils; a $652,000 high school, four parochial schools, business college, $80,000 library with 35,000 volumes; James Millikin University, ten years old with 1,200 students; thirty-three churches; Y. W. C. A. and Y. M. C. A. buildings; St. Mary's hospital, which has done a splendid work; the Wabash employes' hospital, and the Decatur and Macon county hospital which is now being built, and will be the equal of any in the state.

"We have 171 acres in parks — Fairview, Lincoln, Nelson, Torrence and Central parks; the Pythian home, the Anna B. Millikin home, a private institution which is doing a wonderful work in caring for dependent children.

"Our accessibility as the center of the state is another feature. It is possible to get in here from seventeen directions, and I can't understand why more of your members are not here this morning.

Five Hundred Traveling Men

"Five hundred traveling men live here and radiate out from Decatur in many directions singing our praises and preaching our prosperity. We have something like 200 factories, employing from 5,000 to 8,000 men, and there is now building the Wabash car shops, which will cost $1,000,000. Then there is the traction company shops, where are repaired and built the cars of the Illinois Traction System, Mueller's Manufacturing Company, which ships brass goods to all civilized parts of the earth."

L. S. Dun, of Divernon, made telling points in favor of "The Country Newspaper as an Advertising Medium." The intense human interest of the home paper, that touches every member of the family, and the confidence of all the readers in the editor, whom they personally know; the personal message each week, and the natural appeals of the home news to the women of the households, were among the things enumerated that make for the paper's value to advertisers.

In speaking of the parcels post, Mr Dunn suggested a farmers' exchange or want column. The parcels post gives an opportunity for a speedy and cheap delivery of small objects. Why not use it?

In conclusion he claimed that the home paper affords a superior advertising medium. It only remains to prove this to the world by example, and with the enthusiasm of one who knows that his is the best and then charge a price that is commensurate with the service rendered.

Legislation was discussed by J. M. Page, of Jerseyville, and E. A. Snively, of Springfield. In this discussion and in subsequent remarks it was made apparent that Mr. Snively, who has served for twenty-five years as Legislative Committeeman of the Illinois Press Association, considered that the newspapers have no reason to fear any adverse legislation from the present Legislature. He grew a little humorous over the bill that might prevent the printing of Lydia Pinkham's ads in the papers. He had never had any of it in a paper that he had published but did not see how some papers could get along without it.

"Corkut Photo" by
International Stereograph Co.
Decatur, Ill.
Photo 6½ x 17¼ inches, 75 cents

Some of the Members of the Illinois Press Association Who Attended the Convention at Decatur, Illinois, June 3, 4 and 5, 1913

At the opening of the morning session Wednesday, President Hughes delivered an able annual address, filled with practical suggestions, in the main telling of plans for the betterment and strengthening of the organization. More extended notice of the address, and of matters treated therein, will appear in some subsequent issue of the National Printer-Journalist, with a view to the benefit of the Illinois and other editorial organizations.

The excellent local dailies, the Morning Herald and the Evening Review, gave extended, interesting and intelligent accounts of the sessions, and the following, gleaned from the last named publication, contains all that our crowded pages will permit publishing this month:

A Leading Lawyer's View of the Newspaper

Attorney C. C. LeForgee of Decatur delivered a masterly address on "The Newspaper," in which he described the beginning of newspapers and discussed their growth in scope, circulation, power and influence, placing the position of the press as one of great responsibility and commanding influence. He closed in an eloquent peroration in which he referred to the development in late years to a great feeling of unrest which he said he could not call anarchism, socialism or progressism, but nevertheless it was a powerful sentiment whose strength has not yet been measured which tends to look upon the Constitution of the state and of the United States as outgrown and worn-out documents. These constitutions he looked upon as the work of men who were well-nigh inspired, and he believed that the perpetuation of this government and the success of this nation depends upon their force and justice being properly recognized by the people. It is up to the newspapers, he said, to instil into the minds of the public this necessity for regard and obedience.

Other features of the morning program were an address on "Ready Print" by S. J. Porterfield of Cullom, and another by Terry Simmons of Marseilles on "When an Editor is at His Best."

E. A. Snively, legislative agent for the association, said he was finishing his twenty-fifth year in that position, and he wished to offer an informal report, inasmuch as it was likely he would not be re-elected. He discussed briefly the various bills now before the legislature affecting newspapers.

There was some discussion following this report, some members opposing Mr. Snively's position in regard to the tax matter. An adjournment was taken at 12:30, when the members of the association were photographed as a group. The morning program was prolonged in order to give the afternoon to sight-seeing.

The program for the afternoon included a visit to the Staley Starch works, and dinner at the Country Club.

In the evening the editors listened to an illustrated address by Bert Hall of the Country Improvement League. He gave in detail the methods that are being carried on through county organizations and county agents for the advancement of agriculture, the improvement of stock, the increase of the products of the field, general farm or rural betterment, and good roads.

It was intensely interesting and broadly instructive. The movement is one in which every newspaper man and every good citizen should take an active part, and as being the especial concern of all papers having a rural or suburban constituency — and herein are included all newspapers, both daily and weekly, large and small — will receive extended treatment in our August issue.

At the morning session on Thursday, Sam F. Hurd of the Canton, Ill., Ledger, gave an excellent and very practical talk on "Special Advertising," illustrating his remarks with papers in which the plan had been used to great profit.

The Elgin Daily News used this method in an issue which was recently reviewed, at some length, in these pages. The plan is to secure illustrations and use matter pertaining to certain trades or lines of business, and then make a thorough canvass among the merchants and manufacturers in the line treated, especially soliciting those who had been non-advertisers. The result was in each instance the getting out of a very profitable special number.

More than this, those who went into the special issue were frequently secured for six or eight inserts, and were often made permanent advertising customers of the paper.

Mrs. S. S. Merritt of the Lostant Local gave an exceedingly interesting paper on "Justice Demands the Equality of the Ballot Box."

The following officers were elected for the ensuing year :

President — Charles W. Warner, Chronicle, Hoopeston.

First Vice-president — Frank L. Shup, Press, Newton.

Second Vice-president — James E. McClure, Democrat, Carlinville.

Third Vice-president — W. B. Davis, Democrat, Jerseyville.

Secretary — J. M. Page, Democrat, Jerseyville.

Treasurer — S. J. Porterfield, Chronicle, Cullom.

Member of Executive Committee — W. G. Dustin, Star-Herald, Dwight.

Member of Auditing Committee — W. J. Smith, Sun, Waukegan.

At the morning session there was an excellent paper by Sam T. Hurd of the Canton Ledger on "Special Advertising."

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Underlying Principles of Efficient Advertising

Through Courtesy of August Wolf, 707 Tegler Building, Edmonton, Alta., Canada

"ADVERTISING is the motive power which keeps the wheels of trade humming the song of volume in production and distribution to the tune of profits for the manufacturer and dealer," said Samuel E. Webb, an advertising expert of Chicago, in the course of an address at a largely attended meeting of the Edmonton, Alta., Ad Club on May 28. "It is the avenue through which a larger expenditure of money is made than any other outlay of money, and, since it is also doubtless attended with a greater waste of energy, it would appear that the time has come when the principle of efficiency must be applied to advertising, just as it has entered in other departments of business." Continuing, Mr. Webb said, in part:

"Let us first understand what is advertising. A definition that will cover its scope of usefulness might read: It is a means of bringing buyer and seller into a mutually beneficial relationship, resulting in an exchange of money or other value for something of use or profit to the buyer.

"Such an understanding and application of advertising would eliminate many of the undesirable qualities and effects now attributed to this most potent power; such a conception would raise it to the proper level in the mind of the public and perforce increase its effectiveness for business institutions and add to the benefit of the reader. The business world is fast swinging around to this position as a matter of economic horse sense.

"We are concerned today with the use of advertising. We can best arrive at this through analysis. Three functions are apparent to the student of the subject: To inform the public, to educate the public or to convince the public. The informational function is applied to subjects upon which the public has already been educated. It involves 'business news' — merely stating the names and prices of articles and how and where obtained. About all a woman would wish to know about a dishpan or broom is where to get it and the price; but in the advertising of an electric dish, washing machine or vacuum cleaner, the educational function of advertising is employed to show her the value of new methods of house work, hence education is necessary. The third function of advertising is to convince the public; in other words, to make a sale. In fact, both the other functions must eventually lead up to this point in the mind of the reader or else it is valueless.

"Six points, at least, are to be considered as the requisites of efficiency, whereby the functions of advertising may be expressed to the best advantage to the advertiser, as follows:

"First. The selection of the proper medium. This may be determined by the class of readers to be reached. It may be the general masses, or certain classes; it may be consumers or confined to dealers. The nature of the article or service to be advertised will also affect the selection.

"Second. The language used. An advertisement is no place to display one's familiarity with the dictionary or encyclopedia. The shortest, plainest Anglo-Saxon words will get there quicker than long words of doubtful meaning. Trade expressions and technical terms are to be avoided in addressing the general public. Whenever it is necessary to introduce technique, proper explanation should be made.

"Third. To tell the truth, not merely as a matter of ethics, but because it pays good dividends. It is a solid foundation upon which confidence may be built and become a real asset in any legitimate business; furthermore, truth enlarges the influence of advertising beyond the actual reader — it radiates to the reader's friend and circle of acquaintances.

"Fourth. Repetition. One advertisement of anything produces results adequate to the expenditure involved. The impression seldom is intensified through repetition, and the subconscious mind records the fact often without realization on the part of the reader. A thought is often brought to the surface of the mind and acted upon as an original idea, which, in fact, was a result of the influence of an advertisement unconsciously recorded at some previous time quite remote to the action.

"The fifth and sixth factors in efficiency of advertising deal with the manner of bringing the reader to a favorable conclusion.

"There are only two ways in which a man is influenced to act — through logic or reasoning and through suggestion. Every normal person demands more than opinion of the seller regarding his own goods when it comes to giving up good money for them. He would rather know the facts or points of merit and form his own opinion as to whether he will derive the benefit. Just because an advertiser thinks well of his own stock, is not a good reason for the reader to buy. Especially is this true when any considerable amount of money is involved.

"Suggestion, however, does play a big part in advertising. Whenever a strong suggestion is placed in the mind of a person, the tendency is to act upon it. The potency of a direct suggestion may be defeated, however, because a contrasting suggestion arises in the mind in other words, an auto-suggestion.

"A positive suggestion crystallizes the thought of the reader for definite expression in action. It is also the shortest cut to immediate results. While a direct command is the most powerful suggestion that can be employed, its force is limited. A man may buy a newspaper or a package of breakfast food because the newsboy yells at him or the billboard tells him, but to convert him into a customer for a piano store or automobile house, the mere suggestion would not get his money. He would have to be shown points of merit and reasons set forth before he parts with his cash.

"Three points to which I would direct your attention as detriments to the efficiency of advertising are: Misrepresentations, comparisons and the use of superlatives. It is readily understood that misrepresentations as to goods or conditions surrounding the sale of anything, have no place in legitimate business. Superlatives merely voice opinions. That 'an unsupported statement proves nothing' is a principle of law. The space could be better used for giving reasons, based upon points of real merit.

"Superlatives tend to arouse antagonism in the reader's mind when the statement is at variance with his own experience. Comparisons distract or divide the attention between the subject under discussion and the competitive article or proposition. An advertiser should stick strictly to the discussion of his own goods and keep away as far as possible any thought about any other article of similar nature. There may be explosive power in comparisons, but the recoil sends the reader to investigate competitive goods, which often results in business for the other fellow.

"First in discussing the writing of an ad that 'pulls' we want to know the benefit the purchaser may derive from the article or service under consideration. We must analyze it as closely as we have the subject of advertising. Take it apart and ascertain each point of merit, then systematize or reconstruct those points for presentation to the customer, keeping in mind all the time that the reader is the man to whom the appeal is to be made. Forget the 'we' side of the case and think of the 'you' side.

"The first step in building the ad is 'how may we attract the reader's favorable attention?' The answer is, to say something that is vital to him. The next step is to arouse his interest. A man will read a thing after his attention is attracted, when it is to his interest to read it. The beginning of an advertisement is no place to tell all about how important we are and how big a stock we have and how long we have been in business and similar trite expressions.

"When the attention is once attracted and a man's interest ia aroused to the act of reading, then the point or points of merit should be shot into his mind. This is designed to create a desire for the article advertised. When this desire is crystallized by forceful words or arguments, his mind acts favorably toward you, just in proportion to the manner in which you have appealed to his selfish nature. All men are selfish when it comes to spending or investing money, and the quicker we understand this the better.

"Action in the advertiser's favor, then, is determined upon the amount and quality of evidence submitted to support the statements about his goods, coupled with a powerful suggestion to purchase. Of course, price enters into the deal, but a man will pay the price when you have convinced him that it is to his own benefit and that the article or service is worth more to him than the money in his pocket.

"To sum up this question of efficient advertising, it is just this: Ascertain where you are going before you buy your ticket; use logic and suggestion; leave out your own opinions; build in the reader's mind a house of benefits to him, and the sale is a natural result."

Address by Arthur Capper

Chairman Agricultural Division of Baltimore Convention

We have come together this morning — agricultural publishers and editors, agricultural advertisers and advertising agents — for a purpose slightly different from that which usually animates a gathering of this sort. We are here not to air our grievances nor to enter our protests; not to point with pride nor to view with alarm, but, in the language of Mr. Graves' hard-working and capable committee: "To formulate a definite expression and message which is broad enough to be worthy of consideration by all the different departments of advertising in conference."

We shall endeavor, therefore, to confine the deliberations of this meeting to the consideration of problems that affect advertising in general; or at least, let us avoid those smaller problems which affect only our own particular business and individual interests.

Arthur Capper, Proprietor Capper Publications, Topeka, Kan.

What is the vital mesage which we who are particularly interested in agricultural advertising have for the advertising world?

Mr. Le Quatte, in his excellent address Monday afternoon, placed especial stress upon the problem of gaining from the business world recognition of the fact that

human beings live on farms and operate them; and upon the necessity of adequate development work on the part of advertisers on the country trade, and most of all he pleaded for mutual understandings and general co-operation that will result in complete advertising campaigns on merchandise that is sold to both city and country people.

I am not sure that our program this morning, outlined as it was weeks prior to the preparation of Mr. Le Quatte's address, will bring out with special force the points Mr. Le Quatte emphasized.

And yet what Mr. Le Quatte pleaded for yesterday may be summed up in the one word — efficiency.

Efficiency in the advertising and efficiency in the salesmanship that affects the more than thirty million people who live on the farms of America.

Let us make that, then, the keynote of our session — efficiency.

Not how can we, agricultural publishers, get more advertising; not how can agricultural advertisers gain a little advantage here or there; but, "What can the business world do to get the rich trade of six million farms, more efficiently?"

In considering this big question, we must necessarily consider some of the problems which have solely to do with the agricultural press and its relations to advertisers and agencies; but I feel sure that every gentleman who addresses you this morning has a vital message, not only for us, but for the entire advertising world.

The truth is that if we can formulate a message here this morning that will make the business men and the advertisers of this country really appreciate the fact that more than thirty million human beings — the very backbone of our nation — live upon our six million farms; if we can make the advertising world really comprehend and appreciate the vast volume of trade that originates on these farms; if we can lead the business world into an understanding of the peculiarly close and intimate relations existing between the agricultural press and these thirty millions of people; if, in short, we can open the eyes of the advertising world to the possibilities of this vast and hitherto almost untouched market, we will have fully justified not only this departmental meeting but will have made this great Baltimore convention worth while — even if it should accomplish nothing else.

The agricultural press occupies a unique position in the publishing world — unique in that the farm paper, while primarily a technical trade journal, is at the same time an intimate family magazine.

This peculiar condition is not the result of an attempt on the part of the agricultural editor to "cover the earth," but is a perfectly natural condition arising from the nature of farm life and farm work. As Mr. Le Quatte said yesterday, "The farm home is a part of the farm factory." On the well-regulated farm everybody works; every member of the household has some part in the operation of the farm, and consequently is interested in the journal which deals with farm life. It is this catholicity of interest which gives the farm press such wide scope, enabling it to carry a wider range of advertising than almost any other class of publications.

There are few lines of general business which can afford to ignore entirely the agricultural press, especially in these latter days, when the farmer's buying capacity has so greatly increased and his tastes and desires have kept pace with his increased income.

But this wide range of appeal is not the only distinctive feature of the agricultural press. The average reader is not conscious of his need of the advertising in his daily paper or in his magazine. He looks upon it as something extraneous, and often regards it as an impertinence. Not so with the farmer and his farm paper. To him the advertising is a necessity and he knows it. He reads and studies it and acts upon it. If it is not there he asks why. And there is a simple and perfectly natural reason for his interest in the advertising columns, and the reason is this:

The farmer does not pass a hardware store, or an implement house, or a tailoring shop twice a day as he goes to and from work. The farmer's family does not see the department store windows every day or once a week. The advertising columns of their favorite farm papers are almost their sole means of "shopping." It is through the advertising columns that they keep in touch with the great merchandising world, and they are just as eager to get the good things of life — those things which will help them in their daily work, or which make life worth living, as the manufacturer and merchant are eager to sell them.

They read advertisements and, owing to the high standard that the agricultural press has maintained in its advertising columns, they believe in advertising. The vast volume of mail order advertising transacted every year with farmers; the pages and pages of livestock advertising, calling for an expenditure of from $25 to $500 for animals "sight unseen," is ample proof of the farmer's faith in the advertising carried in his favorite farm paper. No medium of advertising has a stronger hold upon its readers, or sustains more intimate relations with them than the good farm paper.

With this as a basis: Thirty million consumers, with an annual productive capacity of nine billion dollars, reached by a class of media of peculiar intimacy and force, depending almost solely upon this one medium for their "shopping facilities," let us eliminate all "talk to the gallery" and devote our necessarily hurried session to a careful consideration of:

First. What can we do as agricultural publishers and agricultural advertisers to make the agricultural press of greater value to the merchandising world?

Second. What can we do to bring advertisers to a keener sense of appreciation of our field and our media? And inasmuch as service is the only basis on which we can consistently ask patronage, the two questions resolve themselves into one. What steps can we take to serve better the sellers of wares? What means can we adopt to become a greater factor in American merchandising?

Let us turn the searchlight of honest inquiry upon conditions as they are and see just where the agricultural press stands:

In its relation to its subscribers;
In its relation to advertising agencies;
In its relation to advertisers, and
In its inter-relation — its family relation.

It is this that our program attempts to do, and I am sure that the able and experienced gentlemen who shall address us will point out some of the shortcomings of agricultural advertising, and what is of greater importance, tell us how to remedy whatever trouble exists — how to attain great efficiency. The time of each speaker is necessarily limited, as we must, above all else, have opportunity for a general discussion of the papers and addresses. We want to get "the general sense of the meeting" as the basis of our message to the advertising world.

Notes From Ben Franklin Club Headquarters

GRADUALLY new cities are added to the list of those employing paid secretaries. Word has reached this office that Arthur Wilson has been appointed secretary of the Essex County Printers' Board of Trade, with offices at Lynn, Mass. Also word has been received that the Indianapolis, Ind., Ben Franklin Club has hired L. A. Heath as secretary. May the good work go on. "May their tribe increase."

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May 20 the Calumet Ben Franklin Club of Chicago held their meeting at the Windermere Press. After 6:30 luncheon was enjoyed at Cafe Beck. About thirty printers gathered to spend an evening on "estimating." The first lecture was a stereopticon lecture on "The Time Element in Estimating," given by Secretary Ed E. Sheasgreen of the Ben Franklin Club of America. He was followed by Henry Allen, who gave a demonstration of the square inch cost of composition as worked out by the St. Louis Ben Franklin Club. R. F. Welsh, of the Welsh Printing Service Company, gave a talk and demonstration on estimating, using certain jobs as illustrations. Joe Hays, of the Monotype Company, Arthur Rice of the Review Printing and Embossing Company, and Fred Wolfe, who was one of the early organizers of the Ben Franklin movement in Chicago, and Secretary R. F. Brines of the Chicago Ben Franklin Club, all gave short talks. General discussions were entered into by all present on all topics brought up. The meeting was voted one of the most successful and interesting yet held by that club.

The officers claim that they are going to try for an attendance of forty at their next regular meeting.

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Organization work is the great work of the hour. On all sides effort along trade and industrial organization lines is being put forth. But organization work means hard labor, it means digging down deep. It means building broad enough so as to rear structures that will be worthy, and that will stand the test of time. To build this way it takes an immense amount of hard work.

Hot air or sky rocket effects in organization work should absolutely have no place.

Labor only builds skyscrapers and all the other wonderful works of man. Hot air blisters retard the work.

Sky rockets flare out in the air to only come down like sticks.

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The printer who holds aloof from joining organization work because there is some one in the club he does not like, or because he does not like the name of the organization, or, more foolish still, because he cannot forget what the organization may have done to his union when he was a worker — well, he is the real foolish man.

He is the man who should join the organization and help make it what he thinks it should be.

Mr. Employing Printer: If you want your craft (that, in spite of all the great work done the last few years, is still far down the list of financial standing) raised to a higher plane; if you want to help make your own business road far easier to travel; if you want the respect of your fellow competitors, then be honest with yourself and your family, forget the past, live in the present and work for the future welfare of all that is yours. In other words, get into the new organization to be known as the United Typothetae and Franklin Clubs of America.

If this new organization is not what you want it to be — just the more reason for your joining now, so you may have a hand in its affairs, have the right to work from within and not waste good effort from without in trying to make it do the kind of work you think a national organization should do.

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In our letters to the craft the last two months we have been studying the cost of hand composition and cylinder press work. These little studies have been presented for the purpose of enlightening the employees, as well as the employers, as to how and why the products of the divisions in which they are interested cost so much.

There has been a great deal said about bindery work cost, and so in this letter we will take up the cost of the straight "table work" of the hand folding, gathering, inserting, wrapping, mailing, etc. A great many employes as well as employers imagine that because girls and women are employed in bindery work, and that because the average wage runs in the neighborhood of ten to twelve cents an hour, that if this product were to be sold for 25 cents an hour, there would be "money" (profit) in it.

Let us see just what the situation is in a factory division, known as "table work" or "bindery C."

The following is taken from the same plant which the other two have been taken from, a plant valued at $48,159, with an investment in equipment for "table bindery work" of $507, this investment being in tables, chairs, glue pots, etc., etc.

The items of expense in this particular plant for table bindery work are as follows:

Building expense, made up of rent, heat, janitor and building repairs	$ 10.21
Valuation expense, made up of replacement funds and interest on $507, and insurance and taxes on the same	7.40
Light	.66
Water, soap and towels	.81
Commercial expense, its share of executive salaries, selling expense, advertising, packing and delivering, clerk salaries, postage, telegraph and telephone, stationery and supplies, bad accounts, organization dues, donations, interest on commercial investments, spoilage, and miscellaneous	177.30
Department direct expense, made up of paste, thread, folders, etc., etc	2.00
Pay roll of department	151.47
Total cost of department	$349.85

Total chargeable hours produced	891
Total non-chargeable hours paid for	135
Total pay roll hours	1,026

Now, since we are finding the cost of the chargeable hour, all we have to do is to perform the simple problem of dividing 891 chargeable hours into $349.85, the total cost of the department, to get 30 cents an hour cost for every hour sold into the product.

While this plant had a very good cost this particular month, still it experienced months when the cost of table work had gone to over 50 cents an hour.

You workers, boys or girls, men or women, who have often thought that you would like to go into business for yourself and to sell your labor at just double what your employer was paying you, just take this matter under consideration and study it over. Make yourself thoroughly acquainted with the fact that to "double wages" does not begin to bring back to the employer the whole cost of the product. In this particular plant the pay roll cost of an hour was 17 cents (the hours divided into the pay roll); if this was doubled we would have only 34 cents an hour, but, according to the actual records we would, on a thirty-four cent basis, be losing five cents on every hour sold, for the whole cost of the hour was thirty-nine cents.

Right in connection with this there comes up a point in economics that is also worth thinking over, and that is that if in this department where a little over $500 was invested in equipment and the cost per hour is 30 cents, what must be the cost per hour to the employe, **to the** human machine, in which there is an average invested capital of $5,000?

Think this over, also, as you imagine you would like to go into business.

* * *

A WISE GIFT BY I. L. STONE, PRESIDENT OF DUPLEX PRINTING PRESS COMPANY — COMMENDED BY THE LOCAL PRESS

The Morning Enquirer — The Evening News
Battle Creek, Michigan

June 7, 1913.

Editor, The National Printer-Jaurnalist, Chicago, Ill.

Dear Sir: I am enclosing clipping from our paper announcing the very generous action of Mr. I. L. Stone, President and Active Manager of the Duplex Printing Press Company of this city, who has given to the Y. W. C. A. of Battle Creek $50,000 to build a new home. Mr. Stone's gift was so timely in meeting the urgent necessities of the organization and was so in keeping with his life work in Battle Creek that we have been especially interested in it.

Mr. Stone's prominence in the publishing world makes this matter, we believe, of some interest to you.

Respectfully,
THE ENQUIRER PUBLISHING CO.
A. L. Miller, Editor and Manager.

The comment of the Evening News on this gift is as follows:

A SPLENDID GIFT

The offer of Mr. I. L. Stone to give $50,000 for the erection of a new building for the Battle Creek Y. W. C. A. is a magnificent expression of that interest in Battle Creek, and those of her influences which make for culture and for better manhood and womanhood, which Battle Creek has known in endless ways from Mr. Stone in the long years of his residence here.

It richly illustrates the fortune of Battle Creek in the possession of the citizenship which makes industrial prosperity and turns that prosperity into the means to city betterment—and the betterment of men and women.

It is not surprising that Mr. Stone should bring this new token of the public service to which his entire life here has been so largely devoted, by act and example — except that the generous size of the gift, at the particular time when the problems of the Y. W. C. A. seemed very complex and difficult, is of itself as surprising as it is gratifying.

From an interview with Mr. Stone as to this donation the following is given:

"I am very glad to be able to offer this much toward an institution which I regard as very important to the real welfare of the city," said Mr. Stone this morning. "My only regret is that I might not do more than this, in similar causes. I have had a very high appreciation of the work of the Y. W. C. A. Since the building project has been under consideration, and since I have thought of the possibility of extending some substantial help, I have visited other cities and inspected their buildings. I am convinced that for the sum which I have proposed we shall be able to build a building here adequate to the needs of our organization."

Editor Miller is right in believing that Mr. Stone's prominence in the publishing world makes this matter of interest not only to us but to all publishers of newspapers to whom Mr. Stone's acquaintance extends. He is prized very highly as a liberal, benevolent-minded, honorable, public-spirited gentleman wherever known. This manifestation of regard for the good of others and the welfare of his community only heightens the esteem in which he is held.

Another thing worthy of note is that of the interest manifested and the cordial expressions of commendation and approval extended by the press of Battle Creek. It is a matter of glory that all worthy newspapers today are ever active and outspoken for all that tends to the public good and are ever alert and ready to encourage good deeds and to commend the doers thereof.

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ILLINOIS WOMAN'S PRESS ASSOCIATION ANNUAL MEETING

The twenty-ninth annual meeting of the Illinois Woman's Press Association was held at the Press Club of Chicago, June 5. A luncheon in the woman's dining room preceded the business meeting. The following were elected to serve for the ensuing year: President, Miss Ethel M. Colson, Record-Herald; vice-presidents, Mrs. Mate Palmer, Banner of Gold; Mrs. Idah McGlone Gibson, Newspaper Enterprise Association, and Miss Elizabeth Lonergan, New York World; secretary, Mrs. Maude S. Evans; treasurer, Mrs. Estelle Ryan Snyder; corresponding secretary, Miss Ruth Wilson Herrick; historian, Mrs. Mary Henson; librarian, Mrs. Mary Helm; chairman of the author's section, Mrs. Marcus Kavanaugh (Herminie Templeton); chairman of correspondents and contributors' section, Mrs. Ida L. Hower; of editors' section, Mrs. Mary O'Connor Newell, Record-Herald; poets' section, Miss Harriet Monroe, editor of the Poets' magazine; publishers' section, Mrs. Carrie Jacobs Bond. For standing committees the following were elected as chairmen: Social, Miss Hattie Summerfield; membership, Mrs. Laura S. Rabb; program, Mrs. Myrtle Dean Clark; courtesy, Caroline A. Huling; house, Mrs. Mary Holden, Examiner; literature extension, Mrs. Katherine Wallace Davis; auditing, Mrs. Roselle M. Dean; finance and needy authors' fund, Mrs. Charles H. Sergel; manual, Mrs. Elizabeth C. Nolan.

As this organization accepts authors, publishers and magazine writers as well as newspaper women, those of the above not crredited to a paper are writers of other classification. All members must be professional writers.

Reports of officers indicated a good condition, that of the treasurer showing a large balance. A memorial meeting, a tribute of respect for Mrs. Florence Adams Gebhardt, late corresponding secretary of the association, will be held at an early date. The organization will be represented at the convention of the National Press Association of America, at Colorado Springs, June 17, 18 and 19, by Mrs. Estelle Ryan Snyder, Caroline A. Huling, Mrs. Mary Helm, Mrs. Mary D. Holden, and Mrs. Addie Farrar Inman.

Addresses Delivered Before N. P. A. Convention at Colorado Springs, Colo., June 17 to 19, 1913

THE COST SYSTEM AND EFFICIENCY

By **Ed E. Sheasgreen, Secretary Ben Franklin Club of America**

(Read before the National Press Association, Colorado Springs, Colo., June 17, 1913.)

NOTICE that this subject contains three very vital words — words full of great potentialities —

COST,
SYSTEM,
EFFICIENCY.

In order named let us consider what each of these words mean, and then study for a moment where this combination of words will ultimately lead us.

"COST" — What is cost?

Cost is not a law of man, but is that great law of Nature that accounts for all losses and wastes, and is reached through her law of Balance, Depreciation (or decomposition), Interest (or increase), Distribution and Co-operation.

The LAW OF BALANCE is Nature's first great Law of Cost that says where there is the night there will come the day, where there is a storm there will come the calm — that where there is an outgo of expense there must be an income of the same, through the selling price.

The LAW OF DEPRECIATION is that law Nature uses to show man how decomposition changes the form of all matter back to its original state — the earth.

The LAW OF INTEREST is Nature's law of increase.

The LAW OF DISTRIBUTION is the Natural Cause that has brought all things to the places where they are found.

The LAW OF CO-OPERATION conserves every bit of energy, moving with exact precision, so that the most may be accomplished with the least possible effort.

On the LAW OF BALANCE is based the Science of Accounting.

On the LAW OF DISTRIBUTION is based the Science of Cost Finding.

The Law of Co-operation brings the height of perfection and efficiency.

It Costs to maintain balance, to care for depreciation and interest, to properly distribute expenses and to have fullest co-operation.

Whether man ever gave thought to the question or not, the Cost line of all effort has always existed, still exists, will ever exist.

Just as the first man paid the Cost in putting forth his first effort, whether that effort was taking his first step or in fighting his first battle, that Cost being paid in the wasting away of the bodily tissues and in the time consumed in gaining the desired end; just as the first prisoner or slave paid the cost of his crime or of being made captive by being imprisoned, or driven in slavery, just so the first business man paid the Cost when he ventured his capital, hired men to work for him, and bought stock and material from other men, by sooner or later failing when he continually attempted from the ORIGINAL CAPITAL INVESTED to pay depreciation, interest, insurance, taxes, wages or any other of his Costs of doing business. The Cost Line — the Death Line of business — was there all the time, but he did not know where or how to find it.

As with the first business man to fail, so has it been with the millions who have failed and with the hundreds of thousands of business men who today, are paying the Cost out of their original capital because they do not know scientifically where and how to find Cost, and hence are gradually forced over the Death Line of business to finally go down and out.

Just as Nature deals in Time, as inscrutable a mystery as it is, in bringing forth her various products, an hour (as man measures Time) for this, a day for that, a week, a month, a year, a century, or an age for some other thing, so man deals with the same element in bringing forth his products, no matter what they may be. Hence it is Time, and only Time, that gives value to a thing.

Ed. E. Sheasgreen, Secretary Ben Franklin Club of America

Some of you say, "You are wrong; how about Stock?" Well, how about stock?

Let us analyze the paper stock on your press room floor — what is it but accumulated TIME which has been put by man, with the use of tools and equipment (Capital) into a natural product. The paper stock which is your raw product, came to you as the paper warehouse's finished product. It came to them as a raw product in the shape of paper stock, but to the paper mills from which the paper house bought, this stock was their finished product. At the mills the finished paper was only wood pulp worked up (Time) with and by the use of machinery and equipment (Capital), and the logs which made up the pulp were the finished product of the landowner who had spent time to cut down the trees which had taken Nature centuries to mature. And so, after all, man's products, as innumerable and as valuable as they are, represents only the accumulation of Time.

Now, the more TIME spent, and the more CAPITAL used, the more Time Costs, and the value of these costs, however they may have been found, have always been considered in certain monetary units.

Accumulated time is called "product." When a product can be produced, sold or exchanged we have what men call "business," the value of which rests in the number of units of "time" and the value of the equipment used in the making of "business." The life of "business," the life of industry, is activity of Trade, better known as "competition," and practiced today in the depths of ignorance — the ignorance of what Cost of Production means, and ignorance of the proper scientific system of finding it.

What is "Science?"

Science is knowledge arranged under general truths and principles and arrives from the discovery of Identity against Diversity.

Scientific System, or Method, is reasoning to proceed from the Unknown to the Known.

The Science of Cost Finding — or a Scientific Cost Finding System — is based on the Natural Law of Distribution, and such a scientific cost system properly operated must first gather all the time spent or used (known scientifically as productive time) directly by the employes on the product passing through the several productive centers of the plant, charges each individual job with the time and stock spent on it, and then once a month takes every kind of expense item, and through the monthly summary sheet distributes these expenses among and onto the units or things (whether area, dollars invested, horsepower hours, department, job or any other kind of units) benefited by those expenses. When the total expense or cost of a productive center is known, and this total expense is divided by the total chargeable hours in that department, we have the "Chargeable Hour" Cost, we have found the cost of that element that makes the products of business and of competition. By and through this most essential knowledge competition then becomes much less of a black monster and more of a willing slave.

We have been speaking of "Product"— that something which may be called a stove, chair, confection, clothes, paper or a job of printing. Any product has but two elements in it — stock and labor.

The stock is that element of a product the cost of which is always known because the stock is bought from others and paid for at so much per piece, per pound, per yard, etc., etc.

Labor is of two kinds only, the world over — hand and machine — and is that element of a product the cost of which is not known. The reason being that the basis of figuring cost has always been, with most cost finding systems, the distribution of all overhead expenses according to the wages paid in departments, the total sales, or by some other method not based on the unit or thing benefiting by such expense. Any other method does not give true cost — only a rate.

To find these costs correctly a "lay-out" of the plant must be properly made to locate the centers of production so that the time used by employes and machines may be gathered from these centers of production and at the end of the month the total chargeable (productive or sold) hours of a center of production divided into the total cost of the centers of production (the cost items of which had been properly distributed) and the hour cost found by the method of division.

These hour costs from the first summaries show the true conditions of the business, be they rotten or of the highest efficiency, and whatever they may be, an honest manager will begin a study for greater efficiency.

What is "EFFICIENCY?"

To quote backward the Law of Co-operation, "The height of efficiency is accomplished by a co-operation so true that every pound of energy may be made to move with that exactness of precision that the most may be accomplished with the least possible effort."

A study of efficiency from the Scientific Cost System means that a better knowledge of the true situation in a plant can be had as to the number of hours it takes to complete a product, what these hours cost, how to reduce operations — that is, to cut out lost motion so that where three motions had been made only two or maybe one need be made; to show how to more properly estimate, how to make better still the products and then to get better prices for the same; how to eliminate unprofitable work, and how, above all else, to get the full co-operation of every employe in the plant so they will do their very best for their employer, who can, because the losses and waste are being covered, consequently reduce working hours or increase the pay; or, as has been occasioned in some plants by the use of the Cost System, a combination of both.

A few illustrations along the line of efficiency that have arrived from the use of the Cost System are herewith presented, and which I trust will be of value, are taken from an experience covering several years of cost system and installation work.

A plant manager, when approached about having a system installed in his plant, honestly owned up to the fact that at the rate their plant was going down hill they would probably live about four years more. He eventually allowed the installation to begin, and in three days' time the non-chargeable hours in his plant, which employed about eighty-five people, were reduced 9½ to 2 per cent. In one department he had sixty girls working. One job of calendars came through which showed that it took the girls an average of one minute to paste a calendar pad, the size of your thumb, on to the calendar mount. By properly instructing the forelady, assistants and employes how to do this work, and by watching other conditions in the plant, at the end of the year, a larger volume of business was done with but twenty-two employes in that one department. The equipment had been rearranged and all lost motion had been reduced to a minimum.

In another plant the cost of a certain class of product in the shape of order books was reduced over 600 per cent by simply rearranging the layout of the job and running it a different way. This new way meant the cutting out of extra motions in the handling of the product.

In another plant the job tracers showed that on large work the girls in the bindery were swung from one job to another in crews of from twenty to thirty, and allowed to work on jobs from one-half to an hour apiece, when they would be swung to some other job. The reason for these changes was that the office and sales department made promises for delivery which was almost impossible to fulfil and which compelled an ever changing condition in bindery work and management. A study of the tracers by the manager of the plant brought about a new method of promising work which reduced the changing of the help in the bindery to a minimum and put through jobs at from 50 to 100 per cent less time in that particular department.

Very often plants are not equipped to handle certain products. At one plant a certain product which they thought was the big money-maker, proved to be the one product in their plant which was losing the money they did make on other products they considered as the real money losers. They had considered these other products money losers from the standpoint of employes not doing good service. In fact, the poor equipment used in producing the work, which they thought the profitable product, was the big losing factor.

In one plant a stock man with a cutting machine in the basement was continually hounded by the superintendent and pressman because of delays in the press room occasioned by waiting for stock. This loss of time in the cylinder room, which amounted to thirty or forty minutes a day, was overcome by the use of a simple stock cutting order. This order was made out at the time the job was entered, providing the customer knew the quality of stock to be used and the number of pieces to be run. The leak in the press room was overcome in two days, hundreds of dollars a year saved, and the man in the basement was considered one of the best men in the plant. Matters ran along smoothly with the result that a better efficiency throughout the entire business was ultimately had.

In one plant where there were five cutting machines the superintendent had in mind to dismiss one of the operators because that certain employe had not been getting as much work through his machine as had the other four. Investigation found that the motor was too light for the work to be done, and though reported many times, it remained for some one to come in from the outside and remedy the situation. When a motor of greater horsepower had been put onto the machine the operator produced as much as any of his co-workers.

The study of the speed of presses results in greater output. It does not always mean more actual output per hour because the speed of the press is high. Invariably a moderate speed will give a higher average output per running hour. From press and other machine records the output of all machines can be readily increased by a close study of conditions the record shows. The same study should also be made of the output of the individual hand worker.

The study of the selling organization from the records produced will always lead to a higher efficiency in that particular part of the organization and will tend to raise the salesmen to a point where they will become real salesmen and not "beggars" of business.

These are but a few of hundreds of little and big problems that have been straightened out. The same can be done in any plant where a cost system is in use — but it means a proper study of **all** the records all the time, in order to bring about a better efficiency.

"Keep the record straight."

And now as to "the where" a study of "COST," "SYSTEM" and "EFFICIENCY" will lead us.

The printers have started a movement which will grow to a magnitude they do not now realize. The Science of Cost Finding will, as the years go by, work one of the greatest revolutions throughout business and society in general that the human race has ever experienced. In time these principles and methods will be applied to every kind of human effort. First will be found the cost of producing the effort which men sell for a "wage" or a "salary," then will be found the cost of operating the "home plant," then the cost of producing "results," (graduations) in schools — common, graded, manual and domestic science, business colleges, agriculture, or theological. Every line of manufacturing and of merchandising will be influenced and operated under these laws of cost, until every town, city, county, state and even the national governments of the world will all be following the same identical laws and methods in conducting the various branches of governmental work, just as they now all follow the same laws and rules of mathematics.

And farther yet, because the science of Cost Finding is based on the Natural Law of Distribution and because the cost of ALL effort will have been known, the proper study of this law will begin to bring about that even distribution of the wealth produced by the workers of the world, that civilization has long dreamed of, with the result that the high places of inestimable wealth will be brought down, and the low places of an abhorrent poverty raised so that the average line of the distribution of the wealth of society will be, by the application of these natural laws, more uniform.

Then we will be nearer having what the world has for a long time been waiting for — EQUALITY.

* * *

"UNCLEANLINESS VS. CASH IN THE PRINTING BUSINESS"

Address Delivered by Walter Walker Before the National Editorial Association, Colorado Springs, June 17, 1913

I REALIZE that the theme assigned me on this program is a comprehensive one, a peculiar one — a theme that could be discussed or viewed from several standpoints, and withal, a theme pregnant with importance. I hope, in an humble way, to do at least a small amount of justice to the subject.

I shall handle this theme of "Uncleanliness vs. Cash in the Printing Business" mainly as to the effect uncleanliness in the physical or material surroundings of a newspaper has upon the cash receipts and the profit side of the ledger.

Is it more profitable to have a clean, neat, well ordered printing office than to maintain one without any serious thought being given to the cleanliness of the office and neatness of appearance?

Time was when a newspaper office and a print shop were commonly supposed to be as dirty and untidy as a blacksmith shop. Reference to a dirty printing office was received in a jocular vein. That day has passed.

In these late years a dirty printing office is no longer a joke; it is a disgrace. We have come to realize that cleanliness is as practical and as desirable and as necessary in a newspaper office as it is in a jeweler shop, a grocery store or a clothing house, and that uncleanliness is as detrimental to success and as dangerous to profits and as hostile to cash receipts as anything possibly could be.

Why it was that for a great many years no one expected a newspaper office to be anything other than untidy in its appearance we have never been able to figure out, but such was the case. However, we are glad to say that along with other reforms came the displacement of this idea.

The presence of presses, of inks, of oils, of exchange piles, of type, etc., do not necessitate untidy appearances or uncleanly offices. Cleanliness always could, can now, and always should predominate in a newspaper office and printing plant.

There is no justification for unswept floors, unwashed windows, unpainted walls, piles of mouldering exchanges, unemptied dead copy hooks, overflowing waste baskets, unpolished presses, dirty covered desks and kindred insignia of newspaper office uncleanliness.

The man who harbors the idea that a printing office must be as dirty as a blacksmith shop is laboring under a delusion.

Cleanliness, so we have been told since the world was young, is next to godliness. Who will deny that a newspaper has the right to aspire to association or contact with the godly, and who also will deny that a newspaper needs the benefit of every avenue of assistance in order to get next to godliness? Therefore, if cleanliness is next to godliness, isn't that fact in itself sufficient reason for every newspaper to seek to be clean?

I contend that uncleanliness is detrimental to success. This is as true in the newspaper field as in any other field of human endeavor.

If uncleanliness is pitted against profit and cash, then profit and cash are certain to suffer. The result is inevitable.

The man who maintains a cleanly, tidy newspaper and printing office has a world of advantage of the competitor or contemporary whose office is untidy, uncouth in its arrangements and unattractive in its appearance. There need be no argument on this point.

Walter Walker, "Daily Sentinel," Grand Junction, Colo.

I contend that many a newspaper has failed to make a financial success simply and solely because of dirty offices and unkempt plants.

If you could stroll through that always yawning and ever widening place of sorrow, the newspaper graveyard, and if over every mound there stood a stone bearing the truthful cause of the death of the newspaper cadaver lying beneath, on many and many a stone this inscription would be found: "Died — Because of Dirty Offices."

Do you think I am exaggerating? If you do, it is easy to prove that I am not.

Let's draw two pictures. With both of them I believe all of you have become acquainted. See if these two pictures, rapidly sketched, do not prove my contentions:

In a town there are two newspaper offices. Both started out under circumstances of a similar nature.

We will say that one office is owned and managed by Editor Brown, and the other office by Editor Jones. Both bright, likable, reliable fellows.

Editor Brown has the age-old idea in his head that a newspaper office is not expected to be clean; that it is the "nature of things" that a newspaper shop shall be dirty; that it doesn't make any difference; that the fact that the office is dirty or is clean has no bearing on the cash receipts or the profits.

Let us take a stroll through Editor Brown's office.

A sign painted years ago, winter worn and summer scorched, dilapidately decorates the front of the roomy building. The front windows are dirty without and fly-specked within, and lithographs and bills announcing attractions whose appearance is now ancient history hang in these windows.

We are in the general business and editorial office. The office floor was swept Saturday a week before. It was scrubbed by the office boy one dull day not more than a year ago, burnt matches are on the floor, the cuspidors are unwashed and foul, the business counters are dirty and ink-stained and piled with a hopeless miscellany of articles.

The desks of the editor and his business office force are littered and disordered with answered and unanswered correspondence, newspapers, blotters, circulars, books, clippings, etc.

Typewriters are dusty and the covers have long been lost. Congressional records and government reports are stacked on the floor in one corner and a measureless pile of exchanges fill another corner. A dozen calendars, some three years old, adorn the musty walls, keeping company with various maps, cut proofs and political candidates' faces.

On one table reposes a big ear of corn, a prize-taking turnip and the abnormal squash and some other freaks brought in "for the editor to see" months ago from the rural districts. On the — but why extend this "front office" picture any further? You can see the rest without me detailing it.

We step into the back office. Here are the job presses, the newspaper press, the type cases, the paper, the stock cases, etc., the floor is dirtier than in the front office, although the boy sprinkles and sweeps once a week and sweeps without sprinkling on other days around the presses and down the "main alleys."

The presses are standard makes but their nickled and steel parts have lost their brightness simply because they have never been rubbed up. The job stock cabinet is pretty large but very disordered and dusty. Ink cans are open, sucking in the dust and oozing out ink which cost eight cents per pound with freight added.

Proof files and copy files are running over, there are no covers for the presses, the walls are decorated with all manner of job printing specimens, show bill beauties and male horse posters.

In the rear we find the dirty sink where the men "wash up." And there, as a center piece of this realm of dirt and disorder, the grand eloquent emblem of printing office uncleanliness, hangs the time honored printing office towel, famed in song and story. As we look at it we recall to memory that touching little poem Robert J. Burdette once wrote after gazing upon a scarred and skuffed veteran towel:

"When I think of the towel,
The old fashioned towel,

Which used to hang up by the print house door;
I think that nobody,
In these days of shoddy,
Can hammer iron to wear as it wore.

The tramp who abused it,
The devil who used it,
The make-up and foreman,
The editor (poor man),
Each rubbed some grime off
While they put a heap on.

In, over and under,
'Twas blacker than thunder,
'Twas harder than poverty, rougher than sin;
From the roller suspended
It was never unbended,
It flapped on the wall like a banner of tin.

It grew thicker and rougher,
And harder and tougher,
And daily put on a more inkier hue;
Until one windy morning,
Without any warning,
It fell on the floor and was broken in two."

This is a bird's eye view of Editor Brown's office and Editor Brown says, "a newspaper office isn't supposed to be clean anyhow. We are here for business, not to keep fussed up and cleaned up." He has the same idea about cleanliness held by the mother who sent her boy to school dirty and unwashed. The teacher objected and finally sent Johnny home with a note to his mother telling her that Johnny must be kept clean and his face washed, that he was so dirty that he even smelled badly. The mother sent Johnny back with a note reading: "Teacher: Johnny is no rose; learn him, don't smell him."

Now let's step over to Editor Jone's office, a little way up the street from Editor Brown's offices. A plain, but neatly repainted sign swings over the entrance. The front windows are cleaned. We step into the front office; the floor is covered with plain, inexpensive, but neat linoleum. The walls are clean, though perhaps a little smoked and time stained. The desks are arranged in an orderly way. The counters are dusted and free from unnecessary miscellany. The exchanges are piled in a neat stack, the cuspidors are presentable. There are a few framed and appropriate pictures on the walls. Everything is orderly, comfortable and free from stale and mould. It is the air of cleanliness and not the air of luxury and extravagance.

In the back office we find well kept, occasionally polished presses, neat and orderly stocked cabinets, covered ink cans, floors smooth and free from filth, walls clean, presses not in use are under covers to protect them from dust, print paper neatly piled and other things orderly and systematically arranged.

The whole plant and office has an air of prosperity, bustle and success. Why? Because the whole office has an appearance of neatness and an air of cleanliness.

We find that Editor Jones believes that a newspaper office can be kept clean, and should be kept clean. He believes that cleanliness begets prosperity, brings in the cash and piles up the profits.

If you dropped into that town and were not in the newspaper business and you visited Editor Brown and Editor Jones' offices what would be your impression?

It would be that Editor Jones' office was the most prosperous, successful and desirable. Why would you have that impression?

Simply because Editor Jones' office was the cleanest, neatest and most orderly arranged. Not because he had a better plant, for he didn't have; and not because he had spent more money on keeping his office in a cleanly condition for he hadn't spent more.

Editor Brown's location was just as good as Editor Jones,' his ability just as great, but Editor Jones took the lead because he believed in keeping his offices clean.

I want you to pardon a few personal references. I give them just to bear ont my point. Doubtless many of you have had similar experiences.

A few years ago following a six years' steady grind on a daily paper I went to a mountain town and bought a weekly, a paper that had been established many years and had always enjoyed a fair patronage owing mainly to favorable political circumstances.

That office, though well equipped, was maintained along the line of Editor Brown's office. If it got cleaned up good once in five years it was doing well. The first week after I took charge was devoted to cleaning up. It was a pleasantly and conveniently arranged series of offices as far as building arrangements went.

In the warehouse were the accumulated odds and ends of years. I had all this hauled away. I worked a revolution along the same line in the mechanical room, the stock cabinet and the job department. In the business offices I washed everything, polished chairs and desks, cleaned the walls, took down all but a few desirable pictures and from one end to the other wrought a change in the appearance of that pioneer office. Then after it was all done I made iron clad rules so as to bring about the preservation of that state of cleanliness. The office boy swept out every morning, consequently this job never was a heavy one. Every Saturday night he mopped the floors. The stock cabinet was kept clean. The presses were wiped off once a week and kept covered when not in use and the force soon got in the habit of keeping everything neat.

Old time citizens coming into the office quickly noted the change and would make such remarks as this: "My, what a difference. You must be prospering, and haven't you put in a lot of new stuff?"

The change was wrought simply by the inauguration of this policy of cleanliness in a newspaper office.

I know that I profited greatly by that policy of cleanliness in that weekly office and when I sold the business to return to the daily newspaper field I know that the cleanly, orderly appearance of the weekly office added several hundred dollars to the sale price.

We have also found in the operation of The Daily Sentinel at Grand Junction that the policy of cleanliness in a newspaper office pays. My predecessor, the late I. N. Bunting, who founded this paper twenty years ago and owned and edited it until he died two years ago, always maintained that there was no valid excuse for a newspaper office being dirty and we have ever maintained this standard and that it has been profitable there can be no question.

I know many of you can give similar experiences. I cite mine not because I believe they are exceptional but to illustrate and to bear out my contention that it pays to maintain attractive offices.

Cleanly newspaper offices impress all observers as being prosperous.

People prefer to do business in attractive, neat offices. Therefore, cleanliness attracts patronage.

Appearances count heavily, so let your offices appear cleanly.

It doesn't cost so much to keep your office clean as it does to allow it to go dirty.

If you let your office become slovenly and cherish the old idea that a newspaper office isn't supposed to be clean, think of these facts: Presses unpolished and left uncovered deteriorate rapidly, job paper stock carelessly kept shows a great amount of waste, ink cans opened lose a large percentage in waste, uncleanly offices mean carelessness and extravagance on the part of your office force and measured by any standard uncleanly newspaper offices are never as prosperous and successful as cleanly ones.

Uncleanliness has lost to many an editor a profitable job of printing or a velvety legal notice.

This is an age of cleanliness. Newspapers are pace setters, so let us set and keep the pace in cleanliness.

Uncleanliness is by no means confined to small daily and weekly newspapers. We have seen big newspaper offices reeking in untidiness and overrun by disorder.

It pays all to be clean, the big or the little, the city daily of the country weekly.

The newspaper that is clean in its physical or material surroundings and environments should also be clean in its moral tones, but only for a moment am I going to dwell on this point for I feel that my discussion was intended by the committee to deal primarily with the effect of cleanliness in offices and plants along the lines I have already discussed.

Let us keep our offices clean and also our pages.

We of the daily field can be sensational enough to suit the public taste without being dirty in our columns. We may have clean offices and neat plants and yet make no discrimination in our news columns between the cleanly and uncleanly and after all have reason to guiltily shrink and quake at the leper's cry of "unclean, unclean."

We can maintain clean offices without getting out a clean paper unless we make the same broad rules of cleanliness apply to our newspaper morals that we apply to its physical side.

The printed page can be made as slovenly by the dirty story as the press room can be made slovenly by the dirty towel or the front office by the unswept floors.

So, therefore, in the high court of newspaperdom, when the case entitled "Uncleanliness vs. Cash in The Printing Business," is called, you may rest assured that the plaintiff will be able to prove that he, the aforesaid uncleanliness has gained title to the cash and the profits envolved in the litigation.

Uncleanliness is a menace to the cash receipts and the profit side of the ledger of every newspaper.

Therefore it is dangerous to be unclean in your offices and likewise in your columns.

Uncleanliness cuts down the dividends.

Cleanliness increases the dividends.

Do you know of any editor whose dividends will stand cutting? I don't. So let's encourage that which will keep up the dividends; let all newspapers buy stock in those corporations known as Neatness, Orderliness and Tidiness and watch the investment bring in big returns.

Let us all get as far away as possible from the old fake idea that a newspaper office "isn't supposed to be clean anyhow."

Let's be clean and, as I have remarked before, we will then be next door to godliness, and I do not know of any other way for a newspaper man to get next to godliness.

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"BENEFITS OF THE NATIONAL PRESS ASSOCIATION TO ITS MEMBERS"

By H. C. Hotaling, Blue Earth County Enterprise, Mapleton, Minnesota

CENTURIES ago men marveled at the knowledge of the Carpenter of Nazareth, and wondered that a man who had not visited the scribes and priests should have the wisdom to instruct those who gathered within the sound of his voice. Said they: "How knoweth this man letters, having never learned?" Through all the ages down to the present time there have been those who have had distinction thrust upon them, who were born orators and writers, but they were the exception rather than the rule. For that reason most of us feel that it is wise to seek knowledge from every font of wisdom available, realizing that from a newspaper point of view education is like the leaven which the woman of other days hid in three measures of meal till the whole was leavened. The education, the knowledge, the information which the editor imbibes at such gatherings as this he carries back home with him as he would rare treasures from these grand old Rockies, and they become the dynamic power for good in the community in which he is the local publisher. I had intended saying power for good or evil, but the ideas gathered at a convention of this character are invariably uplifting and ennobling.

The average country publisher, and most of us belong to that class, is a product of the print shop, the greater share of his knowledge having been gained while battling up against the world running errands as a printer's devil, or selling newspapers as a newsboy, pondering over Horace Greeley like copy on his case as a journeyman print, pouring over exchanges as a publisher, or burning midnight oil in the search for more light from the lamp of wisdom in order that a burning editorial might be turned out roasting the competitor around the corner who had not yet installed a cost system. The minority represent those who have been fortunate enough to push out on the sea of journalism equipped with all the advantages which come to those possessed of college training.

In latter years journalistic schools are preparing men for the strenuous work of journalism as they were never prepared before. Many of those of us who have forced our way against the current without the training afforded by these schools have been inclined to look with skeptical eyes upon the school-made journalist, but there is no denying that he has the foundation principles thoroughly grounded, and with practical experience should prove a greater success and wield a wider influence than the man who has made his way up the ladder against many obstacles. The difference should be almost as great as the advancement of the linotype over old methods of hand composition.

But whether the journalist is the product of the college, the school of journalism or has simply "growed up" in the printing business, he can realize practical benefits by becoming a member of the National Press Association and attending its various gatherings.

I have been asked to speak of the "Benefits of the National Press Association to its Members." It is not just such a subject as I would have chosen myself, but there are benefits that are real and profitable in belonging to this association. Some one has said, "The man who talks with nobody knows nothing." Thus, if one confines himself to his own sanctum, to his own locality, he is inclined to become narrow and contracted, to believe that the world moves within a very narrow orbit. To the man who takes advantage of the annual gatherings of this association there is really no limit to the benefits which he may acquire. In traveling to and fro from the various meeting places the members have been able to secure a more comprehensive knowledge of the country in which they live than they could have otherwise obtained, as the conventions have been held in all parts of the land, while the excursions which have followed have enabled the members to study at close range those points of interest which dot our fair land from the mines and glaciers of Alaska to that stupendous undertaking, the digging of the Panama canal. We have viewed the beauties of the Great Lakes and their final climax, the Falls of Niagara; have traveled through the vastness of western Canada and also looked in upon the Canucks in their eastern provinces. We have traveled our own land from Seattle and San Francisco on the west to New Orleans on the south, Boston and Washington to the east and Juneau, Alaska, to the north. No one can question the educational value of all this travel, all this sightseeing to those who participated therein; but these are not all the benefits that a member of this organization receives. At conventions similar to this one today we have the pleasure of listening to the brightest men in the nation. The men who have been the movers in all the great undertakings that have marked the progress and growth of our country, politically and commercially. We have learned from these men how vast problems have been solved and how wonderful projects are made to become realities. Captains of industry have graciously permitted us to look in upon their great manufacturing plants, where nothing is allowed to go to waste and minute matters are turned to profitable account. We have been invited to view great schools of learning and have been allowed to study, first handed, institutions for the care of the unfortunate of our land as well as those which harbor criminally inclined.

H. C. Hotaling, "Enterprise," Mapleton, Minn.

At these gatherings we are permitted to listen to the ablest men in our profession — the men who have attained distinction in the journalistic field. We are given the benefit of their experiences, their research, their study. Yea, more. By coming in contact with the brothers of the quill from all sections of the country we are able to learn how the other fellow is handling his business, and if he has any short cut to the royal road of success he is generally willing to point out the way, that we, too, may profit and benefit by his experience. This exchange of ideas and the discussions which follow are of inestimable value to the man who is anxious to make the most of his chosen calling.

It was Oliver Goldsmith who said: "The man who leaves home to mend himself and others is a philosopher, and I esteem the traveler who instructs the heart." This is especially applicable to the newspaper man who, tired and worn with strenuous toil, steals away from the grind of the print shop to gaze upon new sights and new scenes, to imbibe new ideas and dream of new plans for the upbuilding of his home community, for every newspaper man is by instinct a booster. Imbued with these new panaceas, he returns home to alleviate the ills of others by pointing out their advantage and interest.

Many of the worries of life are imaginary, and if by an annual trip away from home the editor can come back contented and satisfied, he is placed in a position to accomplish much for his clientage, in making it plain to them that they have advantages which others do not enjoy. No community boasts all the good things, neither does any community have all the advantages. The press is a mighty counsellor, and for that reason, if the editor has traveled widely he is in position to counsel advisedly. And with this responsibility he owes it to himself and to his constituency to take advantage of every opportunity to broaden his life and intellect; and there is no fountain of greater leavening force than the National Press Association. A few years ago when this gathering convened in my home state, Archbishop Ireland, of St. Paul, pointed out the publisher's responsibility when he said: "The newspaper of today is pre-eminently the mentor of the people; it is read by all; it is believed by nearly all; its influence is paramount; its responsibility tremendous." "This sentiment," says Father Herbert, our beloved first president, "puts the newspaper calling in influence, power and dignity above the teacher in the schools, the educator in our universities, the clergymen in their pulpits, the lawyers pleading for their clients at the bar, the judges clothed with their judicial ermine, the legislators in state and national assemblies, the highest executive of the government, the diplomats and the statesmen."

This being true, it is certainly pre-eminently the duty of the publisher to make the most of his profession by taking advantage of every means which will increase his knowledge to fulfill this strenuous position of responsibility and trust.

One of the greatest benefits to be derived from belonging to this association and participating in its deliberations is that broadening spirit which must come to us all by coming in contact and mingling with the grand men and women who comprise America' s greatest thought-moulders and builders union. While they represent every shade of political belief, all creeds and religious denominations, they also represent a greater brotherhood than can be found in any other profession, as they are all looking forward to the same goal, the betterment of humanity. They gather to learn how they can best serve their constituency, realizing that there is no medium which wields a more broadening influence than the press, and desiring that this influence should be directed along lines best calculated to illuminate the dark plague spots by exposing fraud and hypocrisy, by lifting up the depraved, by educating the ignorant and removing as far as possible selfishness and oppression.

The benefit of personal acquaintance with newspaper men in various parts of the country, aside from the pleasure it gives, is worthy of mention, for the newspaper profession embraces within its ranks some of the nation's greatest men, and justly so, for no other calling better fits men for public service. In the words of a Louisiana publisher, Hon. Robert Roberts, "It's a great thing to be the editor of a newspaper. In point of honor, influence and power for accomplishing good in this country, the editor of a good newspaper ranks next to the President of the United States." This may be putting the case a little strong, but in proof of his contention Mr. Roberts mentions among the newspaper workers Col. Roosevelt, Hon. W. J. Bryan, Governor Folk, Senator LaFollette, and others. One thing is certain, many of our greatest men have at some time or other had experience in the newspaper business, and have not been slow to realize the truth of the maxim that "the pen is mightier than the sword." All this should convince us as to the dignity of our profession and the importance of preparation.

We have now referred to the personal and public benefits of this association as they apply to the publishers from an educational standpoint. There is also a commercial view. At these gatherings every conceivable phase of the printing business is brought under consideration, and he is indeed dull who goes home from a meeting of this association without having picked up something new relative to the business in which he is engaged. Here we have had discussed the building of the printing office from the foundation stone, the laying out of the office with a view of economy of room and time, the purchase of machinery, the buying of paper stock, the installation of the cost system, subscription schemes and plans, advertising methods, libel laws and postal laws, in fact every question which deals with the making of a newspaper. But this is not all. This association, together with the state organizations, is the only avenue through which the publisher has a means of taking concerted action to secure needed legislation or object to such mandates of the lawmakers as have a tendency to restrict the rights of the press and circumscribe the business of newspaper making. The National Press Association is not only a real benefit to its members, but its good influence overflows as the water from the spring and flows on and on, benefiting all who are engaged in the art preservative. Its maintenance is a source of economy to every publisher, whether he is a member of this association or not, and for that reason, if for no other, every wideawake newspaper man in the country should have his name enrolled as a member of this association and contribute his mite to its continuance.

SOCIO-ECONOMIC DEVELOPMENT AND THE EDITOR

By Charles J. Downer, Editor "Mining Science" Denver, Colo.

IN whatsoever degree the editor perceives the money cost of introducing his fact or his idea to the public, in that degree he is bound to acknowledge his direct organic attachment to the economic processes of the world.

The price of printing and circulating facts and ideas is always paid. That means that someone always pays it. The normal way of paying the price of any product is through the collection of that price from the consumer of the commodity. In our case the commodity delivered is a systematic arrangement of words having the variable properties of intelligence.

The consumer of intelligence is the reader of the book or the periodical, and the natural source of revenue with which to pay the money cost of print is what is technically known to the publisher as circulation. The editor of a publication is naturally and primarily interested in circulation. In my own office I recently suggested that all personal letters dealing with the procurement and retention of readers should be supervised and signed by the managing editor, and I have seen some evidence that other magazines are leaning the same way.

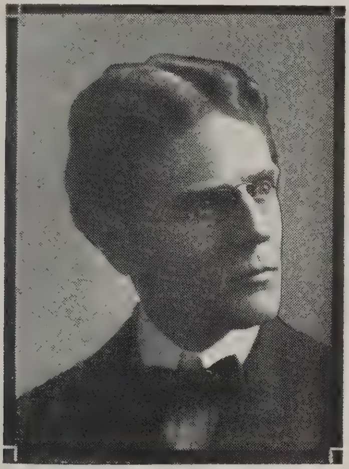
But, under the conditions which prevail in the publication of periodicals, circulation is not the only, nor even the primary, source of revenue with which to pay the money cost of intelligence. We have, as all of us have discovered, an artificial source of revenue which has grown great enough in many cases to entirely swallow up all thought of the other resource.

I speak of advertising as an artificial means of producing the gain of the publisher, because my discussion is presented solely from the point of view of the editor. If I were writing as a publicity agent for a merchant or manufacturer, I should speak of advertising as a natural means of promoting the interests of salescraft, and of the work of an editor as an artificial means of conveying the product called publicity to the buyer of commodities. To the advertiser the periodical over which the editor labors is merely a vehicle. But the vehicle of editorial intelligence (whether regarded as natural or artificial) is at least essential to the whole situation; otherwise advertising would circulate of its own momentum. The publicity agent would not pay the greater share of the money cost of circulating editorial facts and ideas, if the utterances of the salesman possessed the gift of perpetual motion.

So much is this true that it has become a practice among many large commercial, manufacturing and financial institutions to issue their own periodicals as vehicles of their own advertising. Some of these so-called "house organs" are really meritorious publications, and the house publishers have gone so far toward simulating the status of the independent journal that they operate under the second class mailing privileges of the post office department.

While this simulation of the independent journal is really a tribute to the greatness of editorial intelligence, it is at the same time a symptom of a tendency very different from that which is here imagined. I refer to the disposition of the publicity agent to secure what he regards as the essential editorial vehicle for advertising at a minimum cost — to concentrate and economize in the intelligence which is deemed necessary to promote the interests of salescraft. This is in response to an economic law which is everywhere binding in the commercial world.

The novelist, Balzac, in addition to being an artist of consummate skill, was a philosopher of grasp and a historian of discernment. I receive, therefore, with a great deal of confidence his generalizations concerning the development of newspaper advertising in Paris. Writing of the times which followed the fall of the first empire, he created a story of business, of the life of the rising bourgeois, which is probably unmatched in literature. In his "Rise and Fall of Caesar Birotteau," which is the story I quote, it is related that the prospective son-in-law of the great perfumery merchant, seized upon a formula for hair-oil which the old man had picked up and, calling to his aid the "Illustrious Gaudissart," the typical traveling man of the time, managed to save his sweetheart's father from bankruptcy by cleaning up a fortune out of this toilet article. Under the advice of the traveling man, a shrewd newspaper reporter was employed to keep the name of Cephalic Oil before the public in the editorial columns of the press. I quote from this striking narrative of Balzac the following typical and salient passages:



Charles J. Downey, Managing Editor, "Mining Science," Denver, Colo.

"Popinot had promised Finot five hundred francs for each of the leading newspapers and three hundred francs for each second-rate paper, if the Cephalic Oil was mentioned three times a month in each. * * * * Finot filled up spaces at the foot of the last columns in the papers, and left the money to those upon the staff. * * * * He wrote insinuating letters, he worked on the vanity of all and sundry, he did dirty work for the editors, to the end that his paragraphs might be inserted in their papers. * * * * By means of tickets for the play he corrupted the men who finish off the columns toward midnight with short paragraphs of small news items already set up; hanging about the printing office for that purpose, as if he had proofs to revise.

"So by dint of making everyone his friend, Finot secured the triumph of the Cephalic Oil over the 'Pate de Regnault' and the 'Mixture Bresilienne'; over all the inventions, in fact, whose promoters had the wit to comprehend the influence of journalism and the effect produced upon the public mind by the piston-stroke of the reiterated paragraph. In that age of innocence, journalists, like draught-oxen, were unaware of their strength; * * * * they lorded it over all creation and made no practical use of their powers.

"In this campaign, Finot discovered the power of advertising, which he was to wield so wisely and so much to his own profit. Three months later this pioneer was the editor of a small paper of which, after a time, he became the proprietor, and so laid the foundation of his fortune. * * * * And then began the descent of the thousands of ambitious tradesmen who have since gone down by batallions into the arena of journalism, and there called advertising into being. A mighty revolution was wrought."

Very well, indeed. A mighty revolution had been wrought. In the very germ of its development, according to tis Frenhchman's observations and philosophy, advertising had consisted in a form of petty bribery of editors and make-up men. Editors did not realize their financial power; there were evidently no business managers to perceive the advantage. The shrewdest of salesmen discovered the importance of insinuating the mention of his wares into the "filler" spaces at the bottom of the editorial columns. The power of advertising in the press was discovered, and the form of petty bribery, instead of being surpressed, was legitimatized as a frank and open purchase of newspaper space.

This picture concerns only Paris, after the fall of Napoleon. I am well aware that newspaper advertising existed more than a century earlier in England, but it is equally true that the great English revolution occurred more than a century in advance of the corresponding revolution in France. It may be that English literature contains somewhere a picture of the birth of newspaper advertising in that country which equals in philosophic discernment the description of Balzac, but I do not know where it is. It is a historic fact that newspaper advertising in England was taxed as an indirect means of getting even with the press, somewhat as our last administration sought to discipline the magazines by increasing the postage rate; and this may fairly be interpreted as a protest against that artificial source of publishers' revenue which brought over the press to the support of the great middle class of tradesmen against the weakening aristocracy.

At any rate, in the beginning, salescraft was a suppliant of the press, and it bought its way into the press; first, perhaps, surreptitiously, and, finally, as a frank acknowledgement of salescraft as the significant form of modern business and as a legitimate purchaser of newspaper space. If our editorial ancestry thus yielded to the allurements of advertising revenue, it is to them that we must trace the development of that condition under which salescraft is no longer the suppliant but the master.

I do not believe in apologizing. Rather I adhere to the doctrine of refraining from those impulses which make apologies necessary. Nevertheless, I do not wish to impair the effect of my discussion through a misunderstanding of its historical logic. Let me emphasize the view that our socio-economic developments are an inevitable product of historical causes, and that which we meet today is not to be deplored or regretted on the score of the ignorance of our predecessors, but to be welcomed and greeted with optimistic eyes on the score of historical predestination. Once upon a time I listened to an eloquent speaker who, swaying his graceful arm above his head, announced with divine confidence that "ideas rule the world." No, they do not. Let no editor think that. Ideas have no weight, no dynamic quality whatever; they are nothing but the phantom reflections of physical images and processes. Whatsoever a man is, so thinks he. Our ideas of contemporaneous events are strictly metaphysical; if we desire to find in our own personalities the properties which make citizens and social units out of us, let us look to our emotions, the product of sensations, which are the only physical explanation of ourselves as valid factors in politics, in business and in domestic life.

Editors of today find themselves correlated to an artificial source of livelihood from paid publicity, which proves the master of these economic processes under which editors are compelled to live, because our editorial ancestors, our Addisons and Steeles, our Wilkses and the employers of our Juniuses and Edgar Allen Poes, were guided by these human emotions which find their outlet in vanities which must be purchased with money.

A little earlier I spoke of the disposition of the publicity agent to secure what he regards as the essential editorial vehicle for advertising at a minimum cost. All of us are aware of that concentration of industrial ownership in large corporations which has "pari passu" increased the concentration of power over the lives of the many. Out of this condition has developed the most highly scientific rules of salescraft. The scientific publicity agent has no need of circulation which does not reach a buyer. The subscriber who is not a buyer and who affords no likelihood of becoming a buyer, while good enough for the editor "per se," who does not differentiate between buyers and non-buyers of advertised commodities, is of no advantage to salescraft. It follows, therefore, that the editorial vehicle which is essential to a particular advertiser is one which directs itself to his particular buyer. In his mastery of the situation, the publicity agent demands a particular kind of vehicle. It is this general truth which accounts for the existence of large numbers of special journals — strictly trade journals in most cases, to use a standard term. The editor himself is a specialist with respect to some industry or more or less restricted line of trade. The manager of the vehicle boasts of the quality of his circulation, as against quantity, although quantity is never sneered at.

But there still remains many commodities which are to be regarded as staples; that is to say, everyone buys of them periodically. While the commodities which are staple only in a restricted field create the class journal, the commodities which are universally staple create the city daily, the country weekly and the popular magazine.

The phenomenon of the so-called "house organ" is to be viewed as a symptom. If by any process of reasoning the publicity agent can convince himself that he has exhausted the use of a particular journal as vehicle, through which to become acquainted with the buyers represented by that journal, he may feel convinced, also, that his list of buying acquaintances derived from that source is a sufficient equipment with which to continue selling to that clientele. Inasmuch as he has taught himself that the advertising which he publishes is in the nature of news to his buyers or possible buyers, he may reflect upon the wisdom of circulating that news direct through an advertising medium of his own. I say, he may reflect upon that program; indeed, he very probably will do so. If, as a result of such reflections, he decides to withdraw his advertising from the independent medium and to confine it to his own "house organ" his decision may be taken to indicate one tendency of our times. If, on the other hand, he decides that it is best to continue advertising in the independent medium, supplemented perhaps by private circulation of his own "literature," this decision may be taken to indicate another tendency, coördinate with the first. Let me consider these two tendencies.

The tendency to withdrawal of paid advertising, or very rigid limitation of it, or to increased exactions in the way of circulation, must, of course, be explained by a desire for economy. But at the same time, it is to be partly explained by the temperament of independence. First, it must be said that this publicity agent has no fear of any journal in particular, in the sense that he feels it necessary to indulge in the petty bribery of making that journal think and speak well of his goods; second, that he has no fear of losing the effect of that "piston stroke of reiterated statement" in the public press. In proportion, therefore, as these two sources of possible fear may be removed by the concentration of economic power in the hands of large corporations and the disappearance of competition, will the economic mandate of salescraft produce a smaller and smaller occasion for periodical advertising, and a greater and greater occasion for systematic, scientific salescraft through a knowledge of its commercial and industrial demands of the time and the means of most economically distributing commodities to that demand. That is the first tendency, which, while it applies in a more immediate way to the class journal, applies also, but perhaps remotely, to every other journal of whatever kind. The continual scramble for circulation gives evidence of that ever present threat of withdrawal which the advertiser holds over the publisher's head.

The second tendency is of a political nature; that is to say, any tendency to continue periodical advertising, when it has ceased to be economically necessary or judicious, is simply a recognition of the power of the press as against the interests of private investment in business. We have arrived at a time when private investment in business on a large scale is seriously regarded as a trusteeship in behalf of the whole society. I need only to call attention to the state and governmental proceedings against industrial corporations of many kinds, and the general agitation of the policy of national regulation of big business. Now, while big business possesses the economic mastery of the editorial function generally, in that it has stamped itself upon the actual form and method of our journals, it is politically at the mercy of independent editors, when such editors are in sufficient union of view to excite the masses of the people against it. The weapon which a group of editors has the power to wield is to unite the people upon a well defined and vigorous sentiment, and if that weapon were directed against the country's corporate investments, it could create untold confusion.

It is an acknowledgement of this general truth that our country seems to have accepted the standard practice of maintaining the advertising departments of influential periodicals, daily, weekly and monthly, notwithstanding that it is very doubtful whether this is economically necessary, at this day, to the adequate promotion of salescraft in a profitable manner. I am certain to meet with disagreement in this statement, but I may at least plead the right, in this professional gathering, to voice for your hearing what I hold as a settled conviction. State regulation of big business can never stop until it has extended to the very limit of the function of salescraft itself, and when it has extended to that limit, we shall discern the conflict that must arise out of the apportionment of advertising according to the political influence of publishers, and indeed out of the mere fact of advertising itself. The old English plan of taxing advertising was only a symptom which we shall behold again in our own day.

It is impossible to do more than generalize; details differ in different places and situations, and according to differences of individual temperament. It is not only conceivable that a newspaper can whip its way into the advertising appropriation of a large concern, but this has been done. It is also a matter of history, not of theory, that the department stores of a city have combined to boycott the advertising columns of one or more newspapers. Some years ago, a discerning person approached me with the proposal that I agree to edit a department store paper, for which he was attempting to secure department store support, this publication to be distributed free at every door in town, to the end that the stores themselves might conquer in a disagreement with the regular publishers. While I appreciated this argument, I did not take the matter very seriously, and I learned enough to be satisfied that the organized business of a city does not dream of ignoring the political and commercial power of the press.

Disregarding all exceptions and all details, periodical advertising will continue to exist for a long while as a matter of public policy. The editor has become a part of this public policy, and will continue in it as long as it lasts. It is this public policy, indeed, which defeats the primary tendency of which I have spoken, to economize in periodical advertising and to cencentrate the forces of salescraft in scientific and symmetrical method, based upon the slow elimination of the competitive impulse in business.

The difficulty of crowding into this discussion very much that seems essential to it has forced me to let some phases of it lag. I have spoken of the effect of staple commodities in creating certain types of periodicals. Now, as a matter of fact, it is the tendencies in the more restricted fields of advertising and journalism that best illustrate what may be regarded as tendencies of a universal nature, and it is not always easy to trace or identify such forces in the larger sphere. This last point is especially true of the popular magazine and its field of paid advertising. To begin with, the popular magazines receive the announcements of many commodities and offerings which, while not strictly staple, are of general appeal. Such offerings, moreover, often represent large margins of profit which can comfortably be divided with the publisher. The immense national circulation which some of such periodicals enjoy has been built up by a special, vacuous type of literature, bending to a particular assortment of commodities, in many cases what may be classed as luxuries. The salescraft of luxuries is, in general, the creator of the popular magazine. This type of periodical shares in some measure the domain of the daily "yellow" journal, in that its appeal is often to the women of the land. I do not think it is necessary to give much elaboration to the point that the feminine buyer is the principal influence in producing the human interest art of certain metropolitan dailies. Department store advertising is directed to the women, and for this reason the editor of a daily newspaper has been driven to create a continuous line of vaudeville for their benefit. I believe, however, that, in proportion as this editorial policy is carried to an extreme, a newspaper loses substantial political influence, notwithstanding the women are voters in a number of western states.

Whereas formerly the urgency of advertising seems to have rested with the advertiser, the modern publisher, who is the real editor-over-all, does not require to be wooed or supplicated. Advertising is systematically solicited, and advertising space is rated as a commodity in itself. The artificial source of editorial revenue has been constituted as the superior impulse of all editorial work. The editor-over-all makes of himself a practical politician who urges beneficial legislation in his own interest, such as the parcel post — a begetter of paid publicity for that type of journalism, especially, which is the creature of the luxury-commodity. Wood pulp tariffs are fought out of existence in order that the circulation of print paper may be reduced in cost. These are but symptoms of the modern point of view, which refers to the acceptance of the artificial as the natural.

Now let us consider the effect of these phenomena upon the status of the editor proper. To begin with, he finds himself in the position of addressing an audience of buyers as buyers. He does not address them primarily as his audience. The moral, intellectual or sentimental measure of his readers is not taken by any yardstick or criterion of his own — by any rule of his own character or capacity — but by a purely trade standard. He must have a message for buyers, or none at all. The citizen who is not a buyer has no claim upon an editor.

It follows from this that the editor is forced to possess a large audience whether he desires it or not. Editors, like lecturers, are flattered by a large audience, if the audience indeed assembles to receive what they instinctively wish to say. But the size of an audience really has nothing to do with the value of the editor's or lecturer's utterances, nor indeed with their ultimate influence. The weight of words is not necessarily proportional to the number of consumers; it may often vary in an inverse ratio. In the case of the modern periodical, the size of the audience is the sole consideration; therefore, when we consider the thousands who watch a heavy weight pugilist defend his championship title, or the number which gathers at a circus, we may readily appreciate the significance of mass circulation. Circulation-getting on a large scale is the foe of education. The editor is not hired to progressively instruct, but to digressively entertain. It has been said of the late Joseph Pulitzer that his favorite newspaper was — not the New York World — but the New York Evening Post.

An editor is always proud of any audience he may possess; he is never ashamed of the number, whether large or small. Surely, then, it is not the editor who obstructs all inquiry as to the extent of his circulation. Neither is it the editor who opposes a law requiring the publication of truthful circulation statements; but I am willing to admit that the opposition to this national law, which has now been upheld by the Supreme Court of the United States, may rest on sound morals. The strenuous competition for larger and larger circulation, in response to a natural law of business, is driven back home to the editor's bosom at every moment of the day, and it is only an act of common humanity that dictates a limit to the clamor for circulation in the interest of editorial individuality. Surely, some newspaper writers must pause long enough to yearn for a diminishing circulation, with a return to editorial simplicity and a select audience. I admire some of our great metropolitan newspapers, with their staffs of brilliant men, but I know very few people that read more than the first page for themselves and the pictorial jokes for their children. While I admire these remarkable creations, I must say, to paraphrase a well known saying, that the more I see of newspapers, the better I like books.

What I take to be the most successful of the popular magazines of our day cannot, in my judgment of it, possess as much weight in the current history of literature, politics and society as an ordinary bill-poster. In a certain sphere of trade journalism, with which I am familiar, the most successful periodical is, in my judgment, of second rate importance in an editorial way. Of the several daily newspapers which I receive for personal consumption, the one which seems to be the weakest with respect to advertising revenue is a paper which has returned to that elemental simplicity of former days; and I cannot refrain from asking God's blessing upon the head of a publisher who dares to remain in that class.

Even the Associated Press has been impressed into the mad chase after buyers of commodities. A few years ago it was staid and conservative; but the circulation-getters have put a different mark upon it. Salescraft is exacting more and more; and bye-and-bye its exactions will have reached that point where even the greatest of the apostles of print will tremble and wonder if the jig is not up. His forebodings will be entirely vain; because we know that we will still possess the safe retreat of editorial simplicity, of elemental news, and of primitive interest in events that are significant and dramatic in themselves.

In all of this, what has become of our old-time editor. the man who loved to observe and to generalize and to express his deductions sanguinely and with the candor of youth? He may be working for any amount between $25 and $200 a week, but he is not generally known to the world. He has become as wise as his generation, but I believe he predicts in his heart, as I do, that the tendencies of our day are bringing us back to the innocent age of natural journalism, when salescraft will separate itself from the way of the philosophic historian of current events. The public policy which maintains the press by our modern method is to change to a public policy which accounts salescraft as a needless scar upon the production of wealth.

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CASH IN ADVANCE SUBSCRIPTIONS

By Will Curtis, Plaindealer, St. James, Minn.

It has been frequently asserted that newspaper men are poor business men. The assertion is not without a good deal of foundation. Yet the situation is far better than it was a few years ago. Since the agitation of the cost finding system began it has awakened many publishers to the fact that they have been doing business on a losing basis, and they have begun to improve their methods. Good things are catching as well as some bad things. One publisher adopts a cost finding system and cash in advance system, and his neighbor, seeing that he is prospering, is induced to adopt the same advanced methods. The publisher that is making money is far more valuable to his community than the one who is always in debt. He can be more independent. He is in a position to say things that should be said. He is classed by the people with the successful banker, lawyer or business man. People have more respect for him. One of the first elements of success in publishing a newspaper is to first print a good paper, covering well the news of your territory, and then to collect cash in advance for every paper that goes out.

I want to call attention first to a few of the disadvantages of the "Pay as You Please Way." There is sure to be a considerable loss in collecting the subscriptions. My own experience has been that this loss amounts to from 20 to 30 per cent. You are sure to get a number of "dead beats" on the list. People living away will take the paper for several years and you get a notice, "Paper refused," or "Parties moved; address unknown." You are compelled to stop the paper and lose from one to three or four years' subscription. If you are printing 1,000 or 1,500 papers the loss yearly will amount to several hundred dollars.

Second. Another disadvantage is the irregularity in the way the subscription money comes in. If you don't keep hammering on the subscription collections all the time you will have long periods. When you get very hard up for ready money to meet your bills, you make an extra inducement to have subscribers pay, either by making a discount or offering some attractive premium. Some years your collections nearly double what they are other years. You are always publishing more papers than you are getting paid for. The "Pay as you please" plan is unbusinesslike and unprofitable.

Now for some of the advantages of the "Cash in Advance System."

First. It is the business way of running a paper. All of the larger papers and papers of a general circulation are on that basis.

Will Curtis, Plaindealer, St. James, Minn.

Second. It eliminates all losses on subscriptions. You get pay for all the papers you print.

Third. Your income from subscriptions is steady. It runs the same on the corresponding months of each year, except that each year should show an increase over the previous year's collections.

Fourth. The subscribers like the plan much better when they get used to it. They do not feel that the publisher is trying to force his paper upon them. They never feel that a bill for subscription is accumulating. They never have to pay more than one year's subscription at one time.

Fifth. The publisher feels better. His money is coming to him regularly. He is getting pay for all the papers he is publishing, and he feels like putting forth his best efforts to give the people their money's worth.

The next question is how to adopt the system. It will take some courage and backbone to put the change into effect and stand by it.

If you are publishing the only paper in your town, the matter is easy. Announce through your paper that at a future date the "cash in advance system" will go into effect. Explain the advantages to the people and to yourself, and when the date comes put it into operation. The real trial comes when you have your first batch of twenty-five or fifty subscribers who have not responded to your notice that their subscriptions had expired and who have not renewed, and you have to take their names off the list. It will save some work if you just set their names aside and keep them up in type for a few weeks, for most of them will come back and renew in a short time.

If you have a competitor in the same town it is easier if he will agree with you to go onto the "cash in advance" basis. It is better still if you can form a county organization and have all the papers in the county agree to collect cash in advance.

There are only four papers published in Watonwan County, Minnesota. One of the four papers, located in the west part of the county, had already adopted the system and had been going it alone for two years, and that very successfully. Shortly after coming to Minnesota I suggested to the other publishers of the county the advisability of forming a county organization. This was soon done, and among the first things done was an agreement for all the papers to adopt the "cash in advance system." We also agreed to charge full legal rates for all legal notices, adopted a scale of prices for public printing and agreed on a division of the county printing. This organization has been a great benefit to all the papers of the county.

This is the way I work the "cash in advance system." First I make all subscriptions expire on the first of the month. Those that expired during the month I advanced to the first of next month. This is for greater convenience in working the system.

We have three sets of notices printed. The first one reads as follows:

ST. JAMES PLAINDEALER
Will Curtis, Editor
St. James, Minnesota.

Dear Sir: We beg to advise you that your subscription to the Plaindealer expires on the first of next month, and that you should kindly advise us at an early date if you want the paper continued to your address. If it is not convenient for you to pay now, kindly sign and return to this office the attached notice below.

The postal regulations require publishers to have a definite order for the paper if it is sent after the time for which it is paid.
Yours respectfully.
St. James Plaindealer.

At the bottom of the slip is printed the following:

Please continue the Plaindealer to my address and I will pay for the same about....................191....
Name............................
Address..........................

This notice is sent two weeks in advance of all expirations. If the subscriber does not come in or send the money by the middle of the following month, the "last notice" is sent him. This reads as follows:

Office of the St. James Plaindealer
Last Notice

If you want the Plaindealer continued to your address please notify us at once. The postal regulations make it imperative that we have a definite order from each subscriber to whom we extend credit for more than a year. So we must have the money in advance for each subscriber or an order from the subscriber. You can use form below. Kindly send order or money within ten days.
Will Curtis, Publisher.

At the bottom is the same notice as on the other slip.

Editor Plaindealer:
Please continue to send the Plaindealer to my address and I will pay for same about..................191....
Name............................
Address..........................

There will be a few who live at some distance from your town who may not care to send the money by mail, but who expect to be in town in a few days, or few weeks. In order to accommodate them the little notice is printed at the bottom of the slips, permitting them to order the paper and state definitely when they will pay for it. Less than ten per cent of our subscribers ask for any time. More than ninety per cent pay promptly when their subscriptions expire. With all "single wrapper" subscribers we never send but the two notices, before stopping the paper. To the subscribers living in the country we sometimes send a second "Last Notice" before stopping the paper. If they do not renew, then we stand to lose a month and a half's subscription. We are of the opinion that it is just as well to stop the paper promptly when it has run two weeks over time. On stopping a subscription the following notice is sent:

STOP NOTICE
St. James, Minn., ...191....
Dear Mr..................
....

With this issue of the Plaindealer it has been stopped going to your address, not because we wanted to, but because the postal regulations require an order from the subscriber for the paper, and you haven't sent the order.

Our books show you owe from ...., 191.., to ...., 191... The amount is $..... We hope that you will send this amount and for another year in advance. Let us hear from you at once with a remittance.
Will Curtis, Publisher.

This is quite effective in bringing in the few stragglers who have not renewed. Quite a number did not respond at first to all the notices sent them and permitted their papers to be stopped. After being without the paper for one or two weeks, they realized how much they missed it, and began coming back. Sometimes it would be three or four weeks before some of the subscribers would renew. A very few never did not renew, but our net loss in subscribers was very small. I think that after the system had been in operation for one year we had about 100 less subscribers on our list than before, but with 100 less subscribers our collections were about 200 more on subscriptions than on the previous year. The system has been in operation for three years, and we are now printing as many papers as before starting it, and with constantly increasing yearly receipts.

Hundreds of our subscribers have expressed their approval of the system. We would not think of going back to the old way.

We unhesitatingly recommend to every publisher of a country paper in the United States to adopt the "cash in advance system" for collecting subscriptions.

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WHAT ORGANIZATION AND CO-OPERATION SHOULD DO FOR THE PRINTER

An Address Delivered before the National Press Association by C. D. Traphagen, President State Journal Company, Lincoln, Neb., at Colorado Springs, Colo., June 18, 1913

IT is my hope that in the not far distant future that whenever it may be the pleasure of myself or others to speak upon this topic that that intransitive verb of performance, "does," which requires no further object or explanation to complete its sense may be substituted for that imperfect one "should," used in the title of these remarks, which at its best is but a word of promise or contingency and the supposition of a fact; however, we must deal with conditions as they are, recognizing that the awakening and effort of the last two or three years, the effect of international cost congresses, similar to this in character, are resulting in a fruitage that will eventually cause printing and its kindred crafts to take their rightful place in the industry of this country.

At the coming international convention of the United Typothetae of America, to be held in the city of New Orleans in October next, the International Cost Congress, the sessions of which have usually been held in connection with that of the United Typothetae of America, will be merged with the regular sessions of the United Typothetae of America, and two days devoted to papers and discussion under the heading, "Business Administration of Printing as Applied to Accounting, Cost Finding, Efficiency and Selling," and I shall, to a large degree, confine that which shall be said here to the first two of these subdivisions.

The discussion of the last two or three years has almost wholly revolved around cost finding, and frequently when they have thought they had found it, they have not known what to do with it, because no proper system of accounting had been devised to be used in conjunction with it.

The institution with which I am connected has always, within the years past, had a system of cost finding, crude though it may have been, and at its command a vast amount of accumulated detail of time consumed and material used in various manufactured product, in consequence of which it had at its disposal experience data of an invaluable character whenever the exigencies of business required its use.

C. D. Traphagen, "State Journal," Lincoln, Nebr.

Whatever degree of success has accrued to the institution is due in a large measure to its attention to the accumulation of this information.

The activities of international cost congresses and cost commissions caused an active investigation as to whether methods in use could not be improved upon, with the result that early in 1910 we began a complete revision of our methods for the ascertaining of cost of production, with the result that is was soon found that scientific cost finding would not produce its greatest benefits without an accompanying system of accounting and the revolutionizing of the methods in use.

Once the decision made, all the traditions and heritages accumulated in more than a third of a century of business existence were put behind, and the necessary revision of method devised.

This revision of method has changed uncertainty into a positive knowledge that stress of competition does not shake, and no time is devoted to nullifying the results of the accounting and cost finding system by estimating the maximum of possible production gathered from the literature of the press and machine builder, against the minimum of the productive hour as shown by experience.

The diversified interests in the institution made something of a problem of the accounting question, and I shall not go into that largely, by the presentation in detail of that which might seem complex and complicated, for the reason that I wish to avoid creating the impression that accounting and cost finding for the average printing office is a formidable task.

Suffice it to say that our accounting and cost finding system is but an enlargement of the elementary plan of the American Printers' Cost Commission, adapted to our peculiar needs.

The first step in the devising of the accounting system is to decide the accounts necessary for the accumulating of the desired information and provide for a proper distribution to the various departments and their subdivisions, the charges for material, labor and overhead burden, and to this end a Chart of Accounts was devised.

Its purpose is to guide those whose duties require them to keep the accounts, and also those who designate the account to which material and overhead burden shall be charged.

This Chart of Accounts is divided into three classes of accounts, namely, Assets, Liabilities and Revenues, and as the Assets must equal and be in balance with the Liabilities and Revenues, it consequently forms the basis of the balance sheet.

For analytical and informative purposes assets are divided into four classes: active, passive, invested and accruing, and they may be explained as follows:

Active assets signify cash or that which is negotiable and quickly convertible into cash.

Passive assets represent the exchange of active assets for material, labor and departmental expense in the course of manufacturing operation, and remain as such until written off in a profit and loss statement.

Invested assets signify the exchange of active assets for machinery and tools, and represent that portion of the physical plant and are of a permanent nature, subject to deductions for replacement, or depreciation, if you please.

Accruing assets represent the exchange of active assets for benefits paid in advance, such as taxes and insurance, and is handled in this manner for the purpose of making an equitable division for entry on the monthly cost of production sheets.

These four divisions may be and in our case are subdivided into the many accounts necessary for securing the desired information on cost of production.

For the same purposes of analysis and information, liabilities are divided into three classes, known as floating, accruing and capital, and may be defined as follows:

Floating liabilities are those of a current and changeable nature.

Accruing liabilities are those anticipated in the future and for which a fund is created known as reserve, to which moneys are credited that would otherwise be credited to loss and gain and be distributed in dividends.

Capital liabilities represent the indebtedness of the company to its stockholders for the amount of their investment and undivided profits.

Revenues are represented in the income accounts to which are credited the sales of the various departments, and are subdivided to the extent necessary to secure the desired information through such distribution.

While a more extended explanation might under some circumstances be desirable, the purpose sought has been served in illustrating the first steps necessary to the installation of a satisfactory cost finding system.

The cost finding system developed and at present in use is, as previously stated, an adaptation of the plan recommended by the American Printers' Cost Commission and known as the Standard Uniform Cost System, for which the United Typothetae of America stands as sponsor, and now being installed by the field men of that organization wherever their activities take them, which at this time embraces the entire United States.

It will undoubtedly become the Standard Uniform System in fact as well as in name, for no other system or method will have the endorsement of any organization of consequence.

To my mind much harm has already been done by the exploitation of the printing industry by unattached so-called cost experts, whose varying methods are partially responsible for the present existing confusion and lack of uniform results.

The science of cost finding is based upon certain underlying principles, which may seem complex and complicated to the uninformed, but which are surprisingly simple and exact when understood.

The application of these essentials results in confusion if the seeker after knowledge of his business fails to thoroughly inform himself as to these basic principles.

One of the greatest benefits of cost finding lies in its value for comparison.

Through these comparisons the value of any given proposition may be determined, the efficiency of various workmen, quantity of material used, and in fact every question constantly arising in this industry of never ending detail.

When cost of production is accurately determined and the printer has the courage of his knowledge and tenaciously holds his position, you may be sure that prices will be raised to a living level and a profit secured.

Attempt will not be made here to give a detailed explanation of the Cost Finding System here referred to, and I will do no more than give a general explanation of the method employed to accumulate the information shown upon our statements of production costs, which are divided into the departments of Printing, Photo-Engraving and Lithographing, the last department also exhibiting the Cost Finding results of steel die stamping and embossing and copper plate printing.

Inasmuch as the cost of the sold hour is the primary information sought, it is necessary to know, in addition to the pay roll cost, the exact amount of expenditure in each department for the month separately.

The items accumulated to the cost of production sheets are pay roll, rent, heat, light, power, insurance, taxes, interest on department investment, replacement, or depreciation if you please, bad debts, spoiled work, department direct expense, office stationery and postage, advertising, miscellaneous expense, and cost of stock handling and shipping.

Over the heading of each department for which information is sought, is carried the exact amount of the investment in that department and this investment allotment is the result of an exact and painstaking appraisal of the department and the total of all departments being in balance with the investment as shown by the books of the company.

The pay roll sheets show in detail the time charged to each department, and the entries to the cost of production statements are made therefrom.

Rent and heat are apportioned according to the floor space occupied by each department.

Power and light is apportioned on the basis of the amount consumed in the department.

Insurance and taxes are determined on the basis of the total expenditures required for the year, and one-twelfth of this total charged to its proper department in the cost of production statements.

Interest on department investment is computed upon the basis of six per cent per annum ,and one-half of one per cent is charged each month against each sub-division based upon the department investment.

Replacement or depreciation partakes of the nature of an arbitrary charge, but 25 per cent on type, brass rule, etc., and ten per cent upon furniture and machinery is the accepted practice, and one-twelfth of the total so arrived at is charged against its proper department each month.

Bad debts are computed on the basis of one per cent of the total of yearly sales, and one-twelfth of one per cent is charged into each monthly cost of production statement to the general expense column.

Spoiled work, accruing within each cost of production period, is a definite charge against the department producing it.

Direct department expense is also a definite charge, and the totals for each month are taken from the analysis ledger and charged to the department for whose benefit the expense was incurred.

Office stationery and postage and advertising are definite charges, and in common with the charge for bad debts, are charged into general expense and distributed to all departments in the diffusion of the general expense account.

The general expense account is made up of the cost of the general office administration of the business, consisting of salaries and expenses of a character that are not directly departmental.

Stock handling and shipping is carried in a column to which all cost incidental to these departments may be entered, and its relation to the total cost of material handled may be determined by percentage. We have found it to be 15 per cent and frequently more, dependent upon yearly conditions.

It may be desirable to call the attention of those printers whose custom it may be to accept orders for printing to be executed on material furnished by the buyer, to this cost of handling and shipping.

These cost figures are the result of neither dreams nor indigestion, but the product of unsentimental experience, and when you follow the practice of accepting the buyer's material for manufacture, you are not only assuming the risk of manufacture without an attendant profit, but are making the traditional present for the privilege of doing so.

Why not, as one of the results of this meeting of 1913, return to your several localities firm in the resolve that this particular pernicious practice shall have no further place in your particular business?

When, by the methods sought to be described, you have found your department cost, by the addition of the several columns, without general expense, you are then prepared to apportion your general expense to each of the several departments and its sub-divisions, and this is accomplished by distributing it upon the basis of the relation of the cost of each department sub-division to the total general expense, by percentage, and when the necessary calculations have been made and the division found, its addition to the department cost will give you the total department cost.

You are then ready to ascertain the cost of the sold hour, and upon reference to your pay roll sheets you will find that the time you have paid for, as shown by the time tickets of your employees, will be shown thereon as chargeable or non-chargeable hours, or in more self-explanatory terms, sold and unsold hours.

The simple division of your total cost of each sub-division of departments by the number of sold hours, as shown by your pay roll sheets, of that sub-division of a department, will give you the cost of the sold hour of that sub-division.

In passing to generalities it may not be amiss to direct your attention to data you may obtain in addition to the cost of the sold hour.

In addition to the cost of the sold hour for the particular period under consideration, you can have before you the comparison with the cost for the same period last year, and the average cost for any given number of months.

We enter the chargeable or sold hours of each sub-division, as shown by the pay roll, on our cost of production statements, and also accumulate and enter those posted to our individual cost sheets against them as a check, and they should and usually do balance, thus proving that you have posted to your individual job costs all the hours that you have paid for.

There can also be shown the percentage of productive and non-productive time, and comparisons made with any period of time desired.

In finding the cost of production of presses it is possible to ascertain the total number of make-ready and running hours, these being sold hours, and their cost per hour, and in addition ascertain the total number of impressions produced within any given period, and the number of impressions averaged per running hour, also the cost per thousand impressions, as well as obtain comparisons with any given period.

The cost of composition is found for both hand and machine work.

The cost of hand composition is found on the sold hour basis only, while in finding costs for machine composition you may obtain it both on the sold hour basis and the cost per thousand ems.

The finding of production costs for stereotyping and electrotyping, photo-engraving, lithographing and any of the allied crafts, is but a repetition of the methods touched upon, varied to meet the requirements of the particular craft to which they are applied.

Accounting and cost finding as I now comprehend it, is one of the fruits of organization, and without organization the progress of the last three years would not have been marked, and every individual in attendance upon this meeting should avail himself of what is now common knowledge, and be prepared to contribute of his time and ability to the effort being made to place the industry in that eminent position to which it is entitled, and assist in making it a profit producing business. Only through organization and co-operation within the organization can the present level, where printing as a business finds itself, be raised.

With organization and co-operation it is within the range of possibility that the printer could have voice and influence concerning his interest in the trade customs established by the paper manufacturer and dealer, and they, together with the type founder and press builder, might lend a more willing ear to the representatives of organization concerning the correction of some of their methods.

With organization and co-operation exerting the beneficial influence of which it is capable, there could be brought about the cessation of the present cannibalistic competition, and substituted in its stead the competition of intelligent and honorable, creative and constructive salesmanship, and the field of activity of the piratical purloiner of ideas, who sows the seed that produces a harvest of destructive, ruinous and pernicious practices, would be so restricted that his influence would become a minus quantity.

With organization and co-operation there could be devised and installed a uniform system of accounting and cost finding, all embracing in its purview, correcting the existing confusion resultant from the lack of standardized method.

With co-operation, uniform cost finding would be followed in natural sequence by uniform estimating, and there could be substituted for the uncertain and variable judgment of today, a fixed and positive unity of measurement and production, and a value placed upon all the various operations within the industry.

Don't permit yourself to be persuaded into the belief that any system has been devised that will operate itself without trouble or the intervention of intelligence.

You must be willing to dig, burrow and bore into those details.

There is no place for the printer inoculated with the virus of mental or physical hookworm, in the installation or operation of an accounting and cost finding system.

Those men are successful who find their business an absorbing vocation. When a man puts his very life into his business, it is because he likes the game. If you can't do this, it is time to hire the expert, but it is a rare bird that gives service of comprehensive benefit without your assistance.

There is nothing the matter with printing, as a business. The fault, if any, lies within the individuals pursuing it as an avocation.

The business as a business was good yesterday, good today, will be good tomorrow and good in all the tomorrows following. The individuals engaged in printing and its kindred crafts are responsible for the customs and practices which make conditions what they are today, and these selfsame individuals, who are continuing these undesirable customs and practices, have the power to eradicate them if they so desire.

The eradication of the abuses and destructive practices now existing will never be brought about by a revolution, but by a reformation, and this reformation must be within ourselves. It is an individual problem and work, and its solution lies not in awaiting the change in your neighbor.

Everywhere in the printing industry we hear of the unrestrained, ignorant and spineless competition conducted by first aids to the press builder and type founder, and of that band of Ishmaelites "Whose hand is against every man and every man's hand against his brother."

To attempt their elimination by individual effort would result in the postponement of the printers' millennium to a date beyond eternity.

That Elysian field where there is less of cannibalistic competition and more of "brotherly love" is a consummation devoutly to be wished for. Organization and co-operation will advance the date of one, and make a present day realization of the other.

ADDRESS OF A. D. MOFFETT

President National Press Association, Colorado Springs, Colo., June 17, 1913

MEMBERS of the National Press Association—Ladies and Gentlemen:

Election by one's colleagues to the highest office within their power to bestow should always inspire appreciation in the recipient of their favor. This appreciation I feel and do now express.

My predecessors, in this place of honor and responsibility to which you have called me, B. B. Herbert, W. S. Capeller, Walter Williams, Major W. W. Screws, and all the other good men who have added to it dignity and power, have given the association some contribution expressive of his personality which has been a factor in strengthening the organization and making it more effective in some phase of the business of making and publishing a newspaper.

I feel my responsibility and wish, like my worthy predecessors, to make some contribution towards its growth and its efficiency as an aid to its members in the advancement of their profession.

My membership in this association covers a good many years. I found it well developed along social and educational lines. In the annual meetings there is good fellowship and good cheer. There is conversation illuminated with wit and humor, philosophy and rich experience. Friendships are formed and sympathies are broadened and deepened by acquaintance with broad-minded, genial, whole-souled men and women from all parts of our common country.

The convention programs are replete with good things. Almost every phase of newspaper work has been presented with vigor and precision and the give and take of discussions and personal contact with men of many minds gives knowledge and breadth of view invaluable to us all.

There is also great educational value in the many delightful trips the members of this association have made in parts of the United States and Canada. Educational value not only to the members themselves but to the communities visited and to the readers of the papers in which the accounts of country and people visited have appeared. These trips have broadened our social life, and have been a factor in quickening the industrial life of many a community. They have given us a better comprehension of our neighbors across the border, and have strengthened our faith in the people and their capacity for self-government. They have helped us to lay aside our prejudices, given us a deeper patriotism and a broader faith.

Upon these broad character building lines the association has justified its existence and does credit to its founder.

Its fine social spirit and the educational function it has performed has endeared it to the hearts of the older members and commends it to those who have come into it in these later years.

But changed and changing conditions have created a demand for something more in the association and the growing desire for a closer organization and the consideration of effective methods of promoting the business interests of the members has already taken form as the four departments into which the association work is now divided. This division and specialization makes for the greater efficiency of the association and promises much for the future. But there is a persistent belief among some of the members that the association may be made to pay actual dividends in hard cash by the establishment of an agency to handle foreign advertising, in part at least, of the newspapers represented in its membership.

If I can help to crystallize this belief into action at this meeting I shall feel that I have made some small contribution to the strength of the organization and will have discharged the responsibility laid upon me by your suffrage.

The low rates paid by the middle-men and the large profits made by them upon the advertising done in the country newspaper is well known to most of us. I have knowledge myself of many country newspapers which receive but two and three cents per inch for foreign advertising that is set in the office.

It is not divulging a professional secret to say that the average country editor and publisher is not a brilliant success as a money maker. He is usually too busy making a living to make money, and he proves an easy mark to the wily-minded advertising agent in too many cases. Most of us have had our experiences with the vexations of spirit incident to the collection of the meager sums coming to us from these agencies and advertisers.

The honest, capable management of the business connected with foreign advertising would be a great boon to the average country publisher, and I can think of nothing that would add to the membership of this association so effectually and rapidly as would the establishment of such an agency controlled and managed by the association for the benefit of its members.

I believe that such an agency will give its stockholders as large a dividend upon the investment as any other part of your business and will relieve them of one of their most annoying problems. It would transfer the large per cent of profit now going into the middleman's pocket to the newspaper man and enable him to start a bank account.

Such an agency could and should set a minimum price for all newspapers having the privilege of membership and sharing in its business, and it is certain that many publishers would profit by it.

Business could be solicited by this agency upon a basis fair and equitable to both advertiser and publisher. An honest representation once made to the advertiser and his business secured there should be no necessity for a second solicitation. Knowing the scope of the territory covered and the standing of the publications represented in the agency or association, the advertiser will turn solicitor himself.

The establishment of this agency should be undertaken only after due deliberation and a careful canvass of the advertising field. This should be left to a board of directors, duly elected and qualified under the law, but the plan can be promptly sketched and presented by a committee selected from those present today, and I suggest that a committee of five be appointed to consider the feasibility of such an agency and report to this association not later than Wednesday at noon.

I am convinced that the idea of making the National Press Association an efficient instrument in the promotion of the interests of its members is not an idle dream. Shall we take a decisive step at this meeting toward increasing its efficiency in that direction?

(Addresses continued on page 499)

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Last month Canadian printers and publishers of Ontario familiarized themslves with the development in their own Province by excursioning to northern Ontario. The party of 150 men and women explored the most important mining and scenic regions, gaining information and enjoying recreation at the same time.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS
Entered at the Chicago Postoffice as Second-class Matter
BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate
WM. E. HERBERT - Supt. of Mechanical Department

Official Paper of the National Press Association
Member Ben Franklin Club of America, Chicago Trade Press Association, Illinois Press Association, Order of Pica, New York State Press Association.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO, JULY, 1913

This number of the National Printer-Journalist should be preserved as a priceless work, to be read and consulted constantly by every member of the office and working force. Carefully mark the valuable passages and pass the paper on to managers and foremen of the different departments and to all the active intelligent workers therein for study, consideration and application.

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"Cleanliness is Next to Godliness" is a generally accepted proverb among enlightened peoples One can not well have much claim to godliness without being clean in the broadest sense of the word, but it has remained for Mr. Walter Walker, in his address before the National Editorial Association, published on pages 471-2 of this issue, to illustrate and express the truth as to the relation of cleanliness in the printing office to the cash drawer and to prove that "a dirty printing office is no longer a joke, it is a disgrace."

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All who have doubted or who have not fully realized the benefits of the National Editorial Association, should read the thoughtful and convincing addresses on this subject by H. C. Hotaling and G. W. Hughes, published this month. There will be found in these productions many valuable suggestions, as well as the proofs as to the value, broadening influences, business benefits, enlightening pleasures and enjoyable, helpful, ennobling friendships made possible by the National Editorial Association, through active membership therein and attendance upon its conventions.

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An old saying, and a true one, is that "Time is Money." Secretary Sheasgreen, of the Ben Franklin Club of America, forcibly, in his able paper on "The Cost System and Efficiency," shows how "it is time that gives value." Time, figured down to the chargeable hour, is the basis of accurate cost finding — the very foundation of the cost system. Time enters into all production and all growth. The cost of time, its value, the efficiency with which it is employed determine the cost or value of every product, then it follows, as day the night, that the cost or price can only be found by "keeping the record straight" and that is about all there is to the cost system which is imagined by too many printers and publishers to be so intricate. It is perfectly simple.

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The twenty-eighth annual convention of the National Editorial Association (it is the N. E. A. again by change of constitution) was one of the most enjoyable, most useful and most promising for the future in the history of the organization. It was found impossible to give an account of the routine of the proceedings at Colorado Springs this month, but the papers and addresses are published in full and constitute a most complete statement of the methods and principles that are now being adopted in the conduct and management of up-to-date, worthily-successful, profitable newspaper and printing offices.

The four departments, under each respective chairman, developed a great wealth of practical knowledge, principles and suggestions. The twelve or more able papers, taken together, are equal, if not far superior, in practical value, to any volume now extant in the callings covered.

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The ideas of the necessity for advertising efficiency, as necessary to business success, announced by Samuel F. Webb, in an address before the Ad Club, away up at Edmonton, Alberta, Canada, comes with a force and freshness appropriate to the rapidly developing region of the far Northwest.

Effective publicity is the power that is pushing on the progress of the world. It will no longer answer for a publisher to look upon the announcements that he gets from business men as only a means of filling his columns and getting support — forgetting all obligations on his part — but as the highest profit-bringing service, for both the vendor and the purchaser, as to goods effectively advertised and honestly exploited. Anything short of this real, helpful, informing service is tainted with dishonor and failure.

It is sometimes difficult to trace immediate results and doubtless it frequently occurs, as Mr. Webb states, that "A thought is often brought to the surface of the mind and acted upon as an original idea which, in fact, was the result of the influence of an advertisement unconsciously recorded at some previous time, quite remote to the advertisement." Still there should be that in every ad and in its composition, treatment and display, capable of exerting an "influence" and every ad must reach and influence the minds of prospective buyers, or, in other words, must be placed in publications that have the attention of people to whom the goods, appliances or machinery advertised will be desirable or useful.

It may be that a congregation, out of a feeling of religious duty and loyalty, will support the accredited minister of their chosen denomination, whose preachings and works bring no fruits, but the publisher cannot depend on any such feeling of duty to the press for advertising or other support. The newspaper maker must earn his spurs if he wears them.

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The address of Arthur Capper, of Topeka, Kan., appearing in this issue of the National Printer-Journalist, while dealing with advertising in farm papers, contains much that has a broader application and confirms much that we have had occasion to point out as to the great value of home papers, and of a trade paper like the National Printer-Journalist, that goes largely to owners of newspaper and printing offices outside of the great central commercial municipalities, where there are great supply houses and the trade is reached directly every day.

Mr. Capper says, "The farmer does not pass a hardware store or implement shop twice a day as he goes to and from his work." The printer-journalists, in cities from two thousand to two hundred thousand population, are not next-door neighbors to nor do they pass every day a printers' supply establishment, type foundry, press factory, or paper house, nor are they daily visited by representatives of all the manufacturers or dealers in their supplies.

The advertising pages of a publication like the National Printer-Journalist is the only direct, constant means of information as to the machinery and goods provided to meet their needs and to direct them where and how to buy and to know the reasons why.

In the rapidly developing smaller cities, like Decatur, Ill., for illustration — spoken of in the account of the forty-ninth annual convention of the Illinois Press Association — newspaper making and job printing have made the most substantial and rapid growths during the past two decades.

What Mr. Capper says, however, is not only applicable to a paper like the National Printer-Journalist, but especially applicable to the home papers, which this publication serves and that outnumber a hundred-fold all other publications. The home paper has to do with every interest of the home and appeals to every member of every family that it reaches, by dealing with things of personal interest to each. The home paper is part of the home life and of the community and neighborhood life.

The advertising of the home paper is of the stores where the readers naturally trade, and it is strange that manufacturers have been so long a time learning that the best method of creating a demand for their goods is to co-operate with the local merchant who must sell to the user, to the ultimate purchaser. There is no profit in loading the shelves or filling the stores of the retailers with goods that they cannot or do not sell.

As Mr. Capper says of the farmers, so may it be said of the readers of the home paper, whose convenience, interest and very instinct induces him to buy of the home merchant. "To him advertising is a necessity. He reads and studies and acts upon it. If it is not there he asks why.".

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NEW EDITOR OF OKLAHOMA FARMER

John W. Wilkinson, one of the leading agricultural writers and educators of Oklahoma, has become editor of the Oklahoma Farmer, one of the Capper farm papers. For four years Mr. Wilkinson was assistant state superintendent of schools of Oklahoma, in charge of the rural schools, for five years he was at the head of the department of agriculture of the Northwestern State Normal School at Alva, Okla., and for the past three years has been state supervisor of boys' and girls' agricultural clubs at the Oklahoma Agricultural College, which position he has just resigned to join the Capper publications. Mr. Wilkinson is author of several agricultural books, including "Practical Agriculture," published by the American Book Company, and "The Teacher's Handbook of Agriculture and Domestic Science," which has been in use in Oklahoma and other states for several years. He is the author of an agricultural chart for public schools and has been contributing editor to many of the leading western farm journals for several years.

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In an excellently well illustrated advertisement appearing in the "Cleveland Leader" of Wednesday, May 28, the Cutler-Hammer Manufacturing Company of Milwaukee, Wisconsin, tells convincingly of the advantages of the "Kohler System" of electrical control.

In the office of the New York Herald on May 19 last there were received in response to advertisements printed in the Sunday Herald of the previous day a total of 35,879 letters.

The Herald's enumeration included letters in reply to advertisements that were received in the main office, in Herald Square; in the downtown office, at Broadway and Fulton street, and at the Harlem, Brooklyn and Bronx offices of this newspaper.

If there were any practical means of adding to the 35,879 replies received through the Herald's office organization the enormous number of those received elsewhere, it would be found again that the figure named is only a fraction of the whole.

Illinois Cost Congress at Springfield

THE Second Illinois Cost Congress at Springfield Friday and Saturday, June 13 and 14, was not the success numerically it was expected to be by its officers. The attendance was representative but not what it should have been. A number of very helpful and decidedly interesting lectures and addresses were characteristic of the program and the opportunity of hearing them was worth traveling many miles for.

The new officers for the state organization are: President, E. C. Finch, Aurora; vice-president, E. J. Smith, Peoria; secretary, Henry Allen, Chicago, and treasurer, C. M. Pearson, of Champaign. The date and place for the next meeting was left with the president and executive committee.

The first session of the organization was held at 9:30 o'clock in the morning in the gold room of the Leland. Local employing printers and shop managers had been organized into a reception committee, and at once made the visitors feel at home, preparing the way to make the sessions of the second annual convention the most successful in the history of the organization.

Printers and Publishers in Attendance Upon the Second Illinois Cost Congress, Springfield, June 13-14, 1913

Registration of delegates consumed the opening hour of the session. Then an hour was devoted to a "getting acquainted session." At 10:30 o'clock the first business session of the two days' meeting was called by the president, Frank B. Brown, of Peoria.

The invocation was given by the Rev. William Schulzke, pastor of St. John's German Lutheran Church, after which Mayor Schnepp presented to the visitors the keys of Springfield.

Governor Edward F. Dunne followed Mayor Schnepp with a greeting to the delegates on behalf of the state, wishing them a happy session. Frank B. Brown, the president of the clubs, responded to the welcome of the mayor and governor, thanking the Springfield members for their hospitality.

Mr. W. J. Hartman, president of the Ben Franklin Clubs of America, was the first speaker in the afternoon and he treated his subject, "The History of the Cost Finding Movement and Its Benefit to Printerdom," in an entertaining and pleasing manner.

In the course of his remarks he said that in 1880 the average printer then paid 15 cents a thousand more for composition tha he got for doing the work. That presses were run for 65 cents to 75 cents a thousand, including ink. He reviewed very carefully the history of the Ben Franklin movement and showed that the Great Cost Movement which is sweeping the country had its beginning in Franklinism.

Other afternoon speakers and their subjects were: "The Satisfaction of Helping Others," R. T. Deacon, St. Louis, Mo.; "State Printing," H. L. Williamson, State Printer Expert; "Organization and Co-operation," H. W. Flagg, Secretary U. T. A., and "Cost of Advertising in Country Daily and Weekly Newspapers," E. K. Whiting, Owatonma, Minn. Mr. Deacon, of St. Louis, treasurer of the Ben Franklin Club of America, showed the great "Satisfaction of Helping Others." One of the results of the help given to St. Louis printers by the Ben Franklin Club was shown in a sign hanging in that particular printer's window which showed each month to his customers, and to the public, just how his plant was progressing under the use of a Cost System. One month this particular printer advertised that his business was "Number 59 in volume, Number 39 in profit, and Number 1 in progressiveness." One of the large printers of St. Louis had one day waited a long time for a street car and finally grew angry. Just at this point a printer who owned a very small plant came spinning along in a very fine automobile, driving it himself. This so peeved the big printer that he walked up town and immediately contracted for an automobile for himself. The spirit, help and the good will prevailing among the printers throughout the United States is the result of the help given to printers by organizations and the satisfaction enjoyed is worth while from any angle one wishes to look.

Mr. Williamson, Illinois State Printer, made the printers gasp at the information he gave them with his paper about "State Printing." A few of the things that made them gasp were the facts that machine composition was being sold to the state at five cents per thousand ems, that some classes of press work was being sold to the state for two and a half cents per hundred impressions, that the state furnished all paper stock, and that every price which he quoted in his paper was fair and square with no chance for graft to creep in. The question in every printer's mind who knows cost was, "How can the darn fool do it and live?" "Brethren, there aint no sich thing as a livin' in those prices for those fool printers" was the way one printer expressed himself.

H. W. Flagg gave an address on "Organization and Co-operation," and pleaded for more harmonious relations between the members of the craft.

"The Cost of Advertising in a Country Newspaper," by E. K. Whiting, of Owatonna, Minn., aroused great interest and general discussion. This fine gentleman has made a very exhaustive study of this subject and was in a position to back up his arguments by the use of charts and diagrams, which showed how the advertising "load" varied from month to month in his own paper.

The Saturday morning session was opened by Mr. Burner, of Normal, Ill., who gave a very instructing address on "Efficiency in a Small Print Shop." He showed lantern slides of his composing room and press room which gave the printers present many simple ideas which they could work out to their good advantage.

The American Type Founders Company, of Chicago, have in A. W. Kellog, their efficiency expert, a live wire. His address on "Shop Efficiency" very clearly demonstrated how, by moving equipment to more advantageous positions, and changing old style for new, that many dollars worth of time in a week could be saved.

The Cost School session began at 11:40 and continued throughout the day. This was in charge of Ed. E. Sheasgreen, secretary of the Ben Franklin Club of America. His stereopticon lecture was so arranged that first the printer was made acquainted with what the capital was and how it should be used. He then started a person in the printing business, the floor space was chosen and laid out, the equipment laid in, the first job estimated and sold, and then was begun the study of the job in its passage through the plant. The office job register was shown, the job or factory ticket, the job tracer, time tickets, the posting of the time from the time tracer, the pay roll distribution sheet, the chargeable and non-chargeable hour record sheet, and the monthly distribution sheet for expenses were all gone into very thoroughly and carefully. After these forms had been studied a slide was shown of a distribution sheet for the monthly expenses which made every distribution on the basis of natural laws or, as Mr. Sheasgreen put it, "As Nature does it in her Cost System." Arranged about the distribution sheet were many arguments which were used to prove the soundness of the methods advanced. Throughout the whole lecture, which lasted, but for a few moments' interruption, over five hours, slides were shown which continually reminded all present that business must be done more in accordance with the laws of Nature if the right kind of success is to be had. Questions by the score were asked and answered, often several printers being on their feet at the same time. All expressed the opinion that more attention should be given to the Cost School at Cost Congresses. Printers more than ever want to know the "how" to get Cost Systems installed and working correctly.

To stand up before a company of hungry, skeptical, progressive, stand-pat, talkative, non-committal, big and little printers, for over five hours and answer scores of questions on the Cost System and general business ethics, and to answer to everybody's entire satisfaction means that one must know whereof he speaks. With the long experience in the game of installing Cost Systems and of solving cost and efficiency problems in over a hundred plants, Secretary Sheasgreen is certainly equipped to be the kind of a Cost School teacher that holds the complete attention of his classes.

The banquet Friday evening was the most enjoyable affair. The toastmaster was the Honorable Thomas Reese, manager of the Illinois State Register, who read the toast list, which was a good one, in a most admirable manner.

Among the speakers were B. Frank Brown, of Peoria, retiring state president; Wm. Hartman, of Chicago; Warren Skinner, of the St. Louis Ben Franklin Club; Walter A. Townsend, editor and manager of the Springfield "Record"; and J. C. Adderly, secretary of the Ben Franklin Casualty Insurance Company.

Many present said that the printers of Illinois were being handed "theirs" in the shape of iron knives and forks and spoons and the lack of waiters. One good banqueter said that since man had been made first and woman last, that the woman has been following him ever since. But another banqueter got back at him by saying that if looks counted for anything his judgment would have it that the ladies had reversed the deal by having in their banquet hall (the suffragettes were in banquet with state senators and representatives in another part of the hotel) all the fine silverware and waiters, that in that respect at least they were not following but leading. The printer-banqueters contented themselves with the knives, forks and spoons furnished at the banquet, though they bore a strong resemblance to iron.

"Theologian" Townsend acquitted himself with proud distinction by quoting from the books of "Hagar and Job" to prove that the art of printing is a very old one and that for all the years back to 1500 B. C. the printer has always been sore beset on every hand and a dead broke fellow. Mr. Townsend, however, looks for a clean cut reversing of this situation in the next few years. All glory and praise be to the Cost System, Amen!

President W. J. Hartman, treasurer; R. T. Deacon; Directors Warren Skinner and E. C. Finch, and Secretary Sheasgreen, all of the Ben Franklin Club of America, held an hour's secret conference Friday afternoon relative to national organization affairs in general, and the amalgamation question in particular. Someway or other no "scoop" could be secured from these gentlemen as to what definitely had been talked of.

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PITTSBURGH PRINTOLOGY

The Pittsburgh Publicity Association entertained about 150 delegates from western advertising clubs, who were enroute to the national gathering of advertisers at Baltimore, Saturday afternoon, June 7. The delegates were taken through the plant of the H. J. Heinz Company, where they were served a dainty lunch. In the afternoon the party were present at Forbes Field to witness the battle between the Pirates and the Phillies. Wagner, of course, was the center of attraction for the visitors. In the evening the party went to the Hotel Schenley.

J. E. Stevenson of the Alling & Cory Company was present at the gathering of advertisers held at Baltimore. He was absent from his desk for over a week.

The Aldine Printing Company of this city has just finished the order for the commencement announcements for the University of Pittsburgh. The order called for several thousand copies of the invitations and programs for the events of commencement week.

The Pittsburgh Printing Company has just put out the Junior Owl, the annual publication of the junior class of the University of Pittsburgh. The book contained over 500 pages. Five hundred copies were printed in the first edition, but these have been sold out and it is thought that the staff will place an other large order for extra books at once.

Stevenson & Foster are doing a good business at their new location on Seventh Avenue. The new shop of the firm gives them a great deal more floor space than in the old location and enables them to handle a much larger volume of trade in a shorter period of time.

A. M. BARNHART, DECEASED

In the passing of Mr. Arthur Middleton Barnhart, late president of Barnhart Brothers & Spindler, type founders, the type founding industry loses one of its oldest American exponents. He was born in Hartfield, Chautauqua County, New York, February 17, 1844. He died at his late residence, 4455 Drexel Boulevard, Chicago, May 14 last. His school education was in the grade and high schools of Hartfield and in Schoolcraft, Michigan, to which latter place his parents removed while he was a youth. His first business venture was in the oil fields of Pennsylvania; from that industry he soon retired with honor but without profit. As the family had meantime removed to Independence, Iowa, he for some years made that state his home and became, with his brothers, George, Warren and Alson E., the owner of several papers, including the Iowa State Leader, Des Moines; the Courier, Muscatine; the Conservative, Independence; and the Advance, Marshalltown. In 1868 he removed to Chicago, entered the advertising business, and soon after, with his brothers, bought the struggling little type foundry of Toepfer Brothers, changed the name to Barnhart Brothers & Spindler (Mr. Spindler being the practical founder), and combining it with the advertising business, began to go ahead rapidly, so rapidly that the advertising connection was soon dropped entirely. The growth of the business from that time was steady and rapid, until in May, 1911, after forty-three years of achievement and of active devotion, the Barnharts sold their interests and left the work to be carried on by their former partners, Messrs. French, Murray, Conable and Hovey. Mr. Spindler remained as a stockholder.

A. M. Barnhart, Deceased

Mr. Barnhart was prominent in business, civic, social and religious circles. He was a patron of the arts and was always active in matters which tended to the progress and betterment of the city. He was one of the executive committee of the Legislative Voters' League and Civic Federation; was trustee of the Wesleyan Hospital and of the St. James M. E. Church; was one of the governors of the Art Institute; was a member of the Union League, Chicago Athletic, Cliff Dwellers, City, Caxton, South Shore Country, Quadrangle, Glen View and Homewood Golf, Kenwood and New York City clubs. In his private life he was a generous, kindly, quiet man; his benefactions were many but so unostentatious that few even of his intimates knew much of his deeds of good will to men. He was the warm friend of those who worked for and with him, and will be long remembered by his associates, relatives and friends for the integrity, generosity and ability which were his leading characteristics.

* * *

WM. GRAHAM JOHNSTON, AGED 85, PROMINENT PITTSBURGH PRINTER, DEAD

William Graham Johnston, founder of the printing and stationery firm of W. G. Johnston & Company, died June 1,, at his home in Watertown, N. Y., aged 85 years. He was a member of a pioneer Pittsburgh family and was a prominent factor in the business and civic affairs of the community. In 1849 he was one of the first of the argonauts to reach the gold fields of California.

Mr. Johnston was born in Pittsburgh, August 22, 1828. He was the eldest son of S. R. Johnston, of Johnston & Stockton, printers and publishers in the earlier days of Pittsburgh, S. R. Johnston being one of the proprietors of the Pittsburgh "Gazette" from 1818 to 1822. His great grandfather, Samuel Johnston, a surgeon in the Revolutionary army, died in the service April 4, 1877.

Mr. Johnston received his education in private and public schools, the Western University of Pennsylvania and the Belle Vernon Academy. When 21 years of age he accompanied a party of Pittsburgh men in a trip over the plains to California during the excitement following the discovery of gold. He was one of the first men to reach the famous Sacramento valley. In 1857 he founded the firm of William G. Johnston & Company, locating the place of business at Second avenue and Wood street, and in 1886 he erected the building at Penn avenue and Anderson street where the firm now is in business.

Mr. Johnston was prominent in public affairs. He was active in organizing the Western Pennsylvania Society, the Citizens' Insurance Company, the Duquesne National Bank, the Pittsburgh Steel Casting Company, and formerly president of the Atlantic & Pacific Telegraph Company, which was absorbed by the Western Union, and the Woodruff Sleeping Car Company, taken over by the Pullman Company. He took a lively interest in church affairs, being a ruling elder in the East Liberty Presbyterian Church, Pittsburgh, and superintendent of the Sabbath School.

Mr. Johnston spent much of his time in later years in travel. He was a close observer and for many years contributed to the newspapers and magazines. In 1892 he published for private circulation a book recounting his experiences in the rush to California in 1849, and later a book concerning the history of Pittsburgh in earlier days.

In 1853 he married Miss Sara Stewart. They had six children, five of whom survive. Mrs. Johnston died while traveling abroad in 1889. In 1894 he married Miss Winslow, of Watertown, N. Y., who died a few years later, and in 1899 he married Miss Ely, of Watertown, who survives. Since 1894 Mr. Johnston had resided in Watertown.

* * *

NEW SUBSCRIBER ENJOYS THE N. P.-J.

June 12, 1913.

National Printer-Journalist, Chicago, Ill.

Gentlemen: Please send me an extra copy of your current issue as I lost mine while riding. Enclosed find check for subscription and extra. I enjoy the publication very much.

Yours very truly,

DAVID PHILLIPS,
The Kiron News, Kiron, Ia.

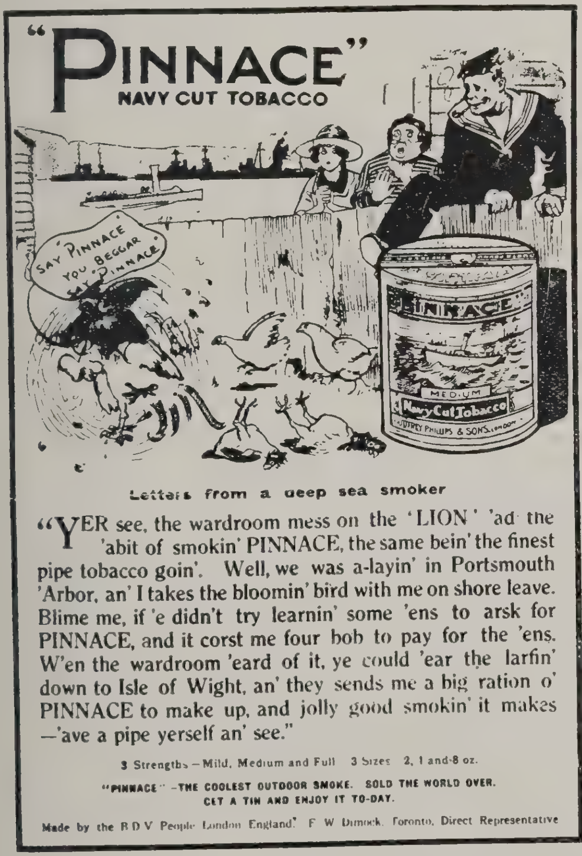
MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass.

A series of critiques in Economic Advertising, Toronto, Can., entitled "Recent Ads — Good and Otherwise," by a writer who calls himself "The Captious Critic," contains some admirable criticism, to my way of thinking; but it seems to me that he bestows too much praise on the ad shown as Figure 1.

Here is what he says of it and funny ads in general:

> There is a whole raft of difference between the "Fool Ad," which I have on several recent occasions felt compelled to criticise adversely, and the "really funny" ad, with its humorous drawings and short, snappy, colloquial talk, which is going to attract the attention of every smoker. The idea of the Pinnace Ad is ludicrous in the extreme. Here's Jack on shore leave, takes his "bloomin' bird" with him, which soon gets into trouble in a fowl-yard. The idea of emphasizing the name of the tobacco by putting the command, "Say, Pinnace, you beggar," into the mouth of the bird, who is at the same time giving the chief rooster the time of his life, is novel, and to my mind mighty good advertising. It is so different from anything we have seen for a long time, that it cannot fail to attract attention, even though the average Canadian is not so familiar with the man-o'-war's men's picturesque language and failings. There has been a series of these ads, and I think this is the best of the lot, and as the space used has been generous, they must have attracted a lot of attention.


SAY PINNACE YOU BEGGAR PINNACE
PINNACE
MEDIUM
Navy Cut Tobacco
GODFREY PHILLIPS & SONS, LONDON

"PINNACE"
NAVY CUT TOBACCO

Letters from a deep sea smoker

"YER see, the wardroom mess on the 'LION' 'ad the 'abit of smokin' PINNACE, the same bein' the finest pipe tobacco goin'. Well, we was a-layin' in Portsmouth 'Arbor, an' I takes the bloomin' bird with me on shore leave. Blime me, if 'e didn't try learnin' some 'ens to arsk for PINNACE, and it corst me four bob to pay for the 'ens. W'en the wardroom 'eard of it, ye could 'ear the larfin' down to Isle of Wight, an' they sends me a big ration o' PINNACE to make up, and jolly good smokin' it makes —'ave a pipe yerself an' see."

3 Strengths — Mild, Medium and Full 3 Sizes 2, 1 and 8 oz.

"PINNACE" — THE COOLEST OUTDOOR SMOKE. SOLD THE WORLD OVER.
GET A TIN AND ENJOY IT TO-DAY.

Made by the B D V People London England. F W Dimock, Toronto, Direct Representative

No. 1

I should like very much to know what "The Captious Critic" would consider a specimen of the "Fool Ad," if this is not one.

I do not call it a very good test of an ad that it is "ludicrous in the extreme," and this certainly does appear to be about the limit.

Its humor, or attempt at humor, may appeal to the English public, for whom it was evidently originally designed, but a writer in what is now part of Canada was said by Artemus Ward and Mark Twain to be the first American humorist (wrongly, I think — I, though a Canadian, would give the honor to Ben Franklin), and Canadians appreciate the American brand of humor much more than the English kind.

Especially is this so when an English funny man makes an attempt at extravagance in statement, at which he could never be the equal of any of the great American humorists. Even Dean Swift was more of a satirist than a teller of extravagant yarns. And the yarn the deep-sea smoker spins is like so many other stories stolen by English writers from American humorists — the point is either painfully elaborated or omitted. Here it is omitted.

This is the story as an American writer told it — I am sorry that I do not remember the exact words, but I have not forgotten the point. For unlike any tale I ever read that began with the words, "A good story is told," etc., this is really a good story.

Jones had a parrot of whose linguistic abilities he was wont to brag to his friends, who were so skeptical, after the manner of friends, that he invited a number of them to his house to hear the parrot perform. "Say 'uncle,'" Jones demanded of the parrot, over and over again. But this "bloomin' bird," like many children in such an emergency, was distressingly silent, however loquacious he might have been on other occasions. So finally Jones, in his extreme but not unnatural exasperation, wrung the parrot's neck and threw the bird into the henhouse.

Repenting of his deed after his visitors had left, he went to the henhouse to see if by any chance the parrot was alive. It was; but the corpses of all his prize Plymouth Rocks save one strewed the floor, with necks twisted, and that one was being held by the neck by the parrot, who was screaming:

"Say 'uncle,' damn you — say 'uncle.'"

But there is no such art in the story of Jack's "bloomin' bird" teaching hens to ask for a brand of smoking tobacco. It is not even artistic nonsense, like the expression Canadian boys used to begin a story with:

"Once upon a time
When pigs was swine,
And turkeys uster chaw terbacker."

And I don't believe it is good advertising, although as an advertisement it would appeal very much more to English readers than to Canadians.

I really think my countrymen in Canada are a little too serious-minded; probably it is because we are nearer the seriousness of pioneer days than even the people of the United States; taking the whole country into consideration, we are a newer people. I have had a good deal of advertising experience in both countries, and have learned that though some kinds of advertising are equally profitable in Canada and "the States," a really funny ad that might be very successful in New York will not appeal to Canadian buyers. Some of Wanamaker's funny Philadelphia phrases would, for instance, never do for Eaton's in Toronto or Winnipeg.

The advertising of tobacco can stand more humor than that of some other commodities, and it is one of the advertised articles in respect to which a matter of prime importance is to impress the name on the public. In the story as told by the American writer, the word "uncle" was used, whereas another word would do as well. I did not remember the exact wording of the most of the story, but the word "uncle" stuck in my memory, as would, no doubt, the word "Pinnace." The use of the story as it was originally told, with the substitution of this word for "uncle," would have made a much better ad for the tobacco, as the story is one that in respect to its essentials, will be remembered by nearly everybody who reads it. In this tale, the name of what the bird was told to say, and finally said, is brought strongly to the attention three times, which is, I think, almost as often as the word spoken by Poe's raven. In the English tale the word "Pinnace" is used thrice, it is true, but not as an essential part of the story. And why capitalize (and thus make as prominent as "Pinnace") the name of the "wessel"?

It is not a bad idea to have a nautical name like "Pinnace" for "navy cut" tobacco, and a series of tales by a "dipsy" smoker is likewise appropriate. But it was not an example of plagiarism as a fine art to use the American story, leaving out the point. To have taken all but the "uncle," or even to have done so with acknowledgements, would have made a better story and a better advertisement.

✣ ✣ ✣

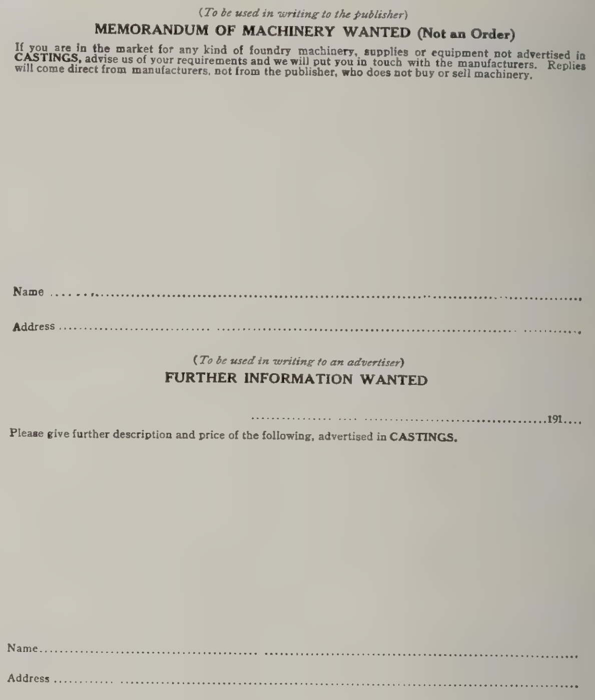
If your advertising does not pay it should be made to pay. Right methods should take the place of wrong ones. To stop advertising will not reimburse past losses, and prevents the possibility of future profits.

✣ ✣ ✣

Hints for Trade and Other Journals

There is a marked tendency on the part of trade journals to help their advertisers, not only by write-ups, but by direct communication with the advertisers' possible customers. Here (Fig. 2) are two post cards, with a crease between them for tearing, sent to likely customers of their advertisers by the mechanical trade paper, Castings. The address side of the lower postal contains the lines, "Castings, Caxton Building, Cleveland, O." Such service to the advertiser and the reader is bound to benefit both, and should help in securing more advertisers, more advertising, more readers, and more reading of advertisements.

In this connection, it should be impressed on the publishers of trade and other journals that appeal to a number of trades that their card index systems would often be greatly strengthened if the cards contained information as to what business the subscriber is engaged in. In some cases it is well to have a line on a reply form sent to prospective subscribers where they can specify the various branches of their business. Often a publisher's advertising literature is sent to, say, a thousand manufacturers of a certain product, but even though a good proportion of these "prospectives" may become subscribers, there is nothing on the subscription list to indicate their particular business. The bare name, "Smith Manufacturing Company," does not tell this. It is often a tremendous advantage to a publisher who is making an effort to obtain advertising of plumbers' supplies if he knows how many plumbers he has on his list. Such knowledge could sometimes be obtained easily by a keying system — using, for instance, one key for grocers to whom publisher's literature is sent; one for butchers, etc. Of course, such suggestions are impractical in some cases; but the general idea should prove suggestive in the attainment of systems that will suit particular cases. Systems that do not cost too much to install in proportion to what a publisher stands to get out of them will often bring that desideratum of the modern publisher — the highest service to both advertiser and publisher. The business that gives real service is the one that deserves permanent success, and it is the only one that will obtain it.



(To be used in writing to the publisher)

MEMORANDUM OF MACHINERY WANTED (Not an Order)

If you are in the market for any kind of foundry machinery, supplies or equipment not advertised in **CASTINGS**, advise us of your requirements and we will put you in touch with the manufacturers. Replies will come direct from manufacturers, not from the publisher, who does not buy or sell machinery.

Name ....

Address ....

(To be used in writing to an advertiser)

FURTHER INFORMATION WANTED

....191....

Please give further description and price of the following, advertised in **CASTINGS**.

Name..

Address ....

No. 2

✣ ✣ ✣

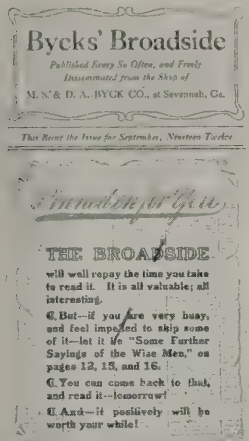
An employee may have no great love for "the boss," and yet be entirely true to his interests. If he finds that through illwill or other causes he cannot render faithful service it is time for him to seek other employment. Justice to himself, as well as to the man who pays his salary, demands a change.

✣ ✣ ✣

Byck's Broadside Scattereth Yet Increaseth

Byck's Broadside, published by M. S. & D. A. Byck Co., Savannah, Ga., is a house-organ of a printing and stationery house. It is a live magazine; the house cannot be a dead one. "Good printing," says one of the bits of paneled wisdom, "has raised many a man from G to A in Bradstreet's." These are the "subscription rates": "One year, nothing; six months, half price; three months, the same; single copies, free. In other words, the Broadside is yours for the asking; all we ask is a careful perusal of its pages." The latter sentence, with its good-natured demand for reciprocity, tones the flippancy. The title page, which has pinned to it a slip with a gray background tint, is shown as Fig. 3a. The cover shows the cannon, "High Quality and Service," belching a broadside at "Bad Printing," "Poor Delivery," and "High Prices."

No. 3b is the third page of cover, the "talk" displaying the originality and good sense that characterize the rest of the book, even though the exuberant humor of the writer is given a rest. This talk has an earnest ring, and the idea is distinctly clever, and well carried out.



Bycks' Broadside

Published Every So Often, and Freely Disseminated from the Shop of

M. S. & D. A. BYCK CO., at Savannah, Ga.

This Being the Issue for September, Nineteen Twelve

THE BROADSIDE

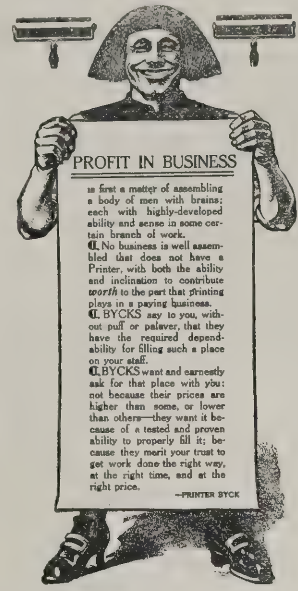
will well repay the time you take to read it. It is all valuable; all interesting.

¶ But—if you are very busy, and feel impelled to skip some of it—let it be "Some Further Sayings of the Wise Men," on pages 12, 13, and 16.

¶ You can come back to that, and read it—tomorrow!

¶ And—it positively will be worth your while!

No. 3a



PROFIT IN BUSINESS

is first a matter of assembling a body of men with brains; each with highly-developed ability and sense in some certain branch of work.

¶ No business is well assembled that does not have a Printer, with both the ability and inclination to contribute *worth* to the part that printing plays in a paying business.

¶ BYCKS say to you, without puff or palaver, that they have the required dependability for filling such a place on your staff.

¶ BYCKS want and earnestly ask for that place with you: not because their prices are higher than some, or lower than others—they want it because of a tested and proven ability to properly fill it; because they merit your trust to get work done the right way, at the right time, and at the right price.

—PRINTER BYCK

No. 3b

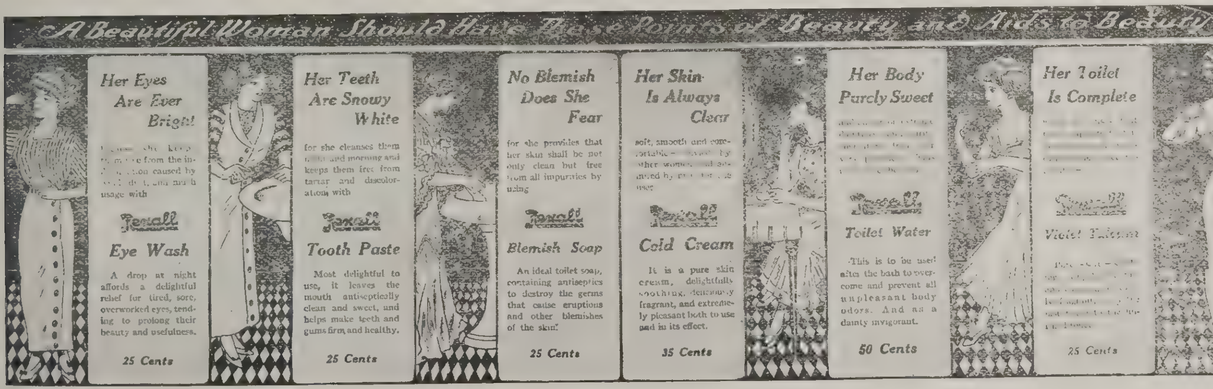
* * *

Persons who read advertising because of its smartness or humor are SOMETIMES likely to think more of these qualities than of the goods advertised.

* * *

One Way of Using Rhyme in Advertising

Rhyme in advertising has its detractors, but rhyme is certainly with most people an aid to memory, and a good many of us were taught rhymes in our childhood that we have remembered longer than the prose we learned at the same time. The parts of the multiplication table that had rhythm, like "Five times," were the easiest to remember.



A Beautiful Woman Should Have These Points of Beauty and Aids to Beauty

Her Eyes Are Ever Bright

[illegible] she keeps them free from the in[illegible] caused by [illegible] and much usage with

Rexall Eye Wash

A drop at night affords a delightful relief for tired, sore, overworked eyes, tending to prolong their beauty and usefulness.

25 Cents

Her Teeth Are Snowy White

for she cleanses them night and morning and keeps them free from tartar and discoloration with

Rexall Tooth Paste

Most delightful to use, it leaves the mouth antiseptically clean and sweet, and helps make teeth and gums firm and healthy.

25 Cents

No Blemish Does She Fear

for she provides that her skin shall be not only clean but free from all impurities by using

Rexall Blemish Soap

An ideal toilet soap, containing antiseptics to destroy the germs that cause eruptions and other blemishes of the skin.

25 Cents

Her Skin Is Always Clear

soft, smooth and comfortable — [illegible] by other women [illegible]

Rexall Cold Cream

It is a pure skin cream, delightfully soothing, deliciously fragrant, and extremely pleasant both to use and in its effect.

35 Cents

Her Body Purely Sweet

Rexall Toilet Water

This is to be used after the bath to overcome and prevent all unpleasant body odors. And as a dainty invigorant.

50 Cents

Her Toilet Is Complete

Rexall Violet Talcum

25 Cents

No. 4

In England the rhymed ad has been particularly in favor. The manufacturers of some of the most famous pens in the world owe their popularity largely to this couplet:

They come as a boon and a blessing to men —
The Pickwick, the Owl, and the Waverly pen.

This would have been better if "pen" were plural, though number seems of no account with most of the songs now sung at the moving-picture houses, where "whirl" is shamelessly rhymed with "girls," and "joy" with "boys." These manufacturers were so delighted with the above effusion that they not only awarded it a large money prize in a competition, but also voluntarily sent the poet as big a sum every New Year's Day as even the late Alfred Austin received for a couplet from the most enterprising publishers.

There can be no doubt whatever that the rhymed "Sapolio" advertisements have brought business. The same old series is still used in the street cars, even in this age of dippy "daffy-dills"— which inane and insane productions have been largely used in the most modern publicity. The catch-phrase with a rhyme, like "The Ham What Am," has been used by many of the most successful advertisers. This is not a poetic age; but then, neither are such productions poetry.

One of the greatest French psychologists thinks "reason-why" matter the poorest kind of advertising; and many a successful firm has never used it. The fact is, it is all right in advertising some products; but there are others whose publicity calls for even rhyme rather than reason. Rhyme appeals to nearly all of us always; reason to some of us when we feel the need of it.

This advertisement (Fig. 4) owes its appeal largely to rhyme, and still more to the arrangement of the rhyme. Write the rhyme in this way, and you have doggerel of very little, if any, advertising value:

Her eyes are ever bright;
Her teeth are snowy white;
No blemish doth she fear;
Her skin is always clear;
Her body purely sweet;
Her toilet is complete.

— even if other lines are introduced connecting the charms of the fair one with the Rexall preparations. But in this ad, the different lines of the "poem" are used as three-line headings in connection with sensible and uniformly-displayed body matter, with an appropriate fountain head, and illustrations that emphasize the various "points."

The ad is from a house organ called The Rexall News, issued by the various Rexall stores, and extends across two pages. The top head and the background of the pictures are in orange, giving a strong touch of color to the page.

Surely it would be hard to advertise six preparations better in one advertisement. Collectively and individually the preparations are brought to the attention in a strong way, and what is said about them is sure to leave a lasting impression, in which the rhyme helps wonderfully.

The unformity of the different parts of this advertisement is worthy of the most careful study. On taking this suggestion myself, I see that the ad is not entirely uniform as to headings, or even as to nameplates. But perhaps even this divergence from the original plan has its merits. Anyhow, it is a good ad — I care not what the "experts" may say.

* * *

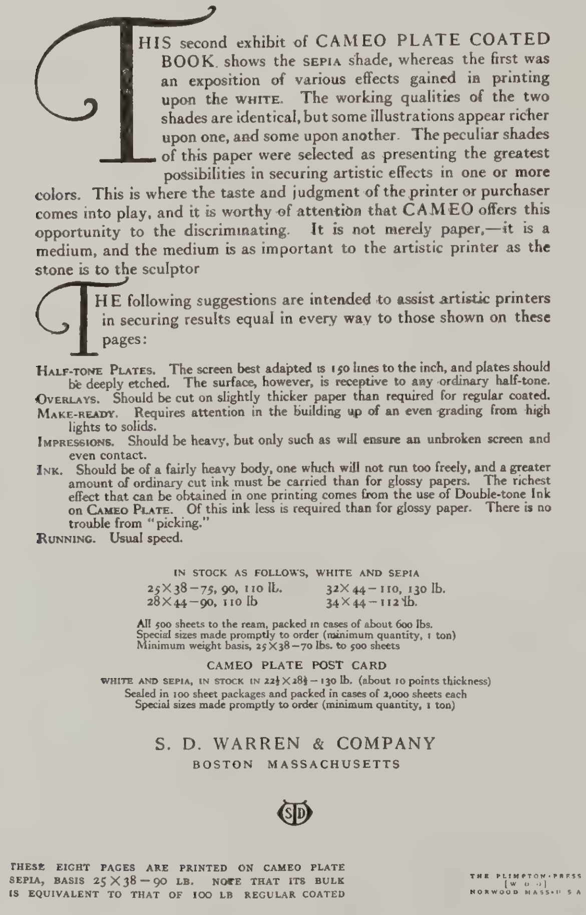
The employee who always waits to be told what to do will probably do some waiting before he is told to take a higher position.

* * *

Cameo Plate and Sepia Tint

Eight pages devoted to an exposition of the merits of Cameo plate coated book stock form, they say, "the second exhibit," this being of the sepia shade, whereas the first was one of various effects gained in printing upon the white. Cameo plate, says this real advertisement, "is not merely paper — it is a medium, and the medium is as important to the artistic printer as the [kind of] stone is to the sculptor."

The landscape illustration from a 150-screen halftone, printed with one impression from Brazil brown doubletone ink, has the "feel" of the woods. I am writing this in the woods of June, and though the prevailing note is green, there is a charm of tone-contrast that is the same as that of October — and this very greenwood could be pictured in the brown on the sepia tint, and recall this glorious day of summer. Here, though, is the cover of a "summer booklet" of the Eastman Kodak Co. that has a touch of green — it being in three-color and black — two of the colors making the green that is, on this stock, like the bright green of the grass beneath the trees near where I am sitting, toned by their shadows. The fine detail of a photograph is well preserved on such stock. Other pages show how harmonious the sepia tint, together with the smoothness of the stock, is in color work along commercial lines. A page (5) is reproduced to show a unique arrangement as to initials and indentation, the initials being in lake. The stock is made by S. D. Warren & Company, Boston, Mass. The Plimpton Press of Norwood, Mass., printed the book.



THIS second exhibit of CAMEO PLATE COATED BOOK shows the SEPIA shade, whereas the first was an exposition of various effects gained in printing upon the WHITE. The working qualities of the two shades are identical, but some illustrations appear richer upon one, and some upon another. The peculiar shades of this paper were selected as presenting the greatest possibilities in securing artistic effects in one or more colors. This is where the taste and judgment of the printer or purchaser comes into play, and it is worthy of attention that CAMEO offers this opportunity to the discriminating. It is not merely paper,—it is a medium, and the medium is as important to the artistic printer as the stone is to the sculptor

THE following suggestions are intended to assist artistic printers in securing results equal in every way to those shown on these pages:

Half-tone Plates. The screen best adapted is 150 lines to the inch, and plates should be deeply etched. The surface, however, is receptive to any ordinary half-tone.
Overlays. Should be cut on slightly thicker paper than required for regular coated.
Make-ready. Requires attention in the building up of an even grading from high lights to solids.
Impressions. Should be heavy, but only such as will ensure an unbroken screen and even contact.
Ink. Should be of a fairly heavy body, one which will not run too freely, and a greater amount of ordinary cut ink must be carried than for glossy papers. The richest effect that can be obtained in one printing comes from the use of Double-tone Ink on Cameo Plate. Of this ink less is required than for glossy paper. There is no trouble from "picking."
Running. Usual speed.

IN STOCK AS FOLLOWS, WHITE AND SEPIA

25×38—75, 90, 110 lb. 32×44—110, 130 lb.
28×44—90, 110 lb 34×44—112 lb.

All 500 sheets to the ream, packed in cases of about 600 lbs.
Special sizes made promptly to order (minimum quantity, 1 ton)
Minimum weight basis, 25×38—70 lbs. to 500 sheets

CAMEO PLATE POST CARD

WHITE AND SEPIA, IN STOCK IN 22½×28½—130 lb. (about 10 points thickness)
Sealed in 100 sheet packages and packed in cases of 2,000 sheets each
Special sizes made promptly to order (minimum quantity, 1 ton)

S. D. WARREN & COMPANY
BOSTON MASSACHUSETTS

SD

THESE EIGHT PAGES ARE PRINTED ON CAMEO PLATE SEPIA, BASIS 25×38—90 LB. NOTE THAT ITS BULK IS EQUIVALENT TO THAT OF 100 LB REGULAR COATED

THE PLIMPTON·PRESS
[illegible]
NORWOOD MASS·U S A

No. 5

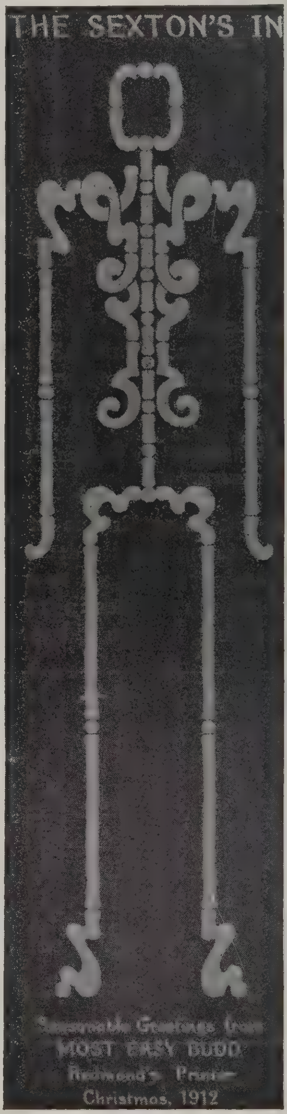
* * *

Why can't some advertisers and ad-writers realize that some of us common folk have common sense?

* * *

Reminder of the Hereafter

M. E. Budd is nothing if not original. But who would have thought he would send a friend — even though that friend be a critic — such a Christmas remembrance as the two leaves of which 6 is the first page? The production is cut from the most funereal of black cover stock so that the two leaves join only at the straight edge near the top. Even the aluminum ink is so somber that the "skellington," ingeniously composed of bits of Stylus border, will possibly be all the engraver can catch. Above the insulting vaccuous head are the words, "The Sexton's In," and at the bottom are the lines:



No. 6

Seasonable greetings from
MOST EASY BUDD
Richmond's Printer
Christmas, 1912

Budd is working for and with a man named Richmond now, which shows that Richmond is "in the field."

The inner leaf has Walt Mason's poem, "The Sexton's Inn," set coffin-shaped. Walt is generally as cheerful as Budd, but he was obsessed by the Glooms when he wrote that, all right.

The use of the coffin die is just another instance of Most Easy Budd's tendency to make others Most Uneasy by jesting on grave subjects.

But I am somewhat like Burns in that I "cannot hate the Devil himself with the old-fashioned orthodoxy," so I will forgive the Colonel — who is no longer a devil, of course, but is, rather, a "divil," or as Burns would say, "a clever deil" (the N. P.-J. compositor set it "cliver deil" in the May installment; he must have Scotch-Irish blood in his dark veins).

And who could hate Most Easy "for long" after reading this appreciation of him from one who knew him personally — a tribute in the Mulvane (Kan.) News, I chanced to come across some time ago:

> Last Sunday for a few hours we had the pleasure of a visit from "Col." M. E. Budd [then] of Burlington — one of the best printers that ever stepped foot in Kansas. For seven years he worked for the writer while we were an employing printer in Wichita, and never did he fail to meet the demands made on his time and skill. He was faithful to every trust, conscientious in the performance of every duty, and phenomenal in the amount of work he could and would do. With him printing was an art. No picture so beautiful as the skilful arrangement of type on the well-printed page — unless we except the picture made by the loving faces of the children he loved so well. Generous, yes, to a fault — so generous that the boys interpreted his initials as "Most Easy" — a sobriquet he upheld with everybody but himself. Modest, unassuming, unambitious, he is the same old Budd, with a slightly grayer tinge across the temples, and a new wrinkle or two — the love-marks of time. The two-day vacation he had treated himself to, after months of faithful service, was already growing irksome. Before he was in town an hour we knew he was hearing the call of the shop — was wondering how the boys were getting on with the work; and long ere this is printed he will be back in the harness again, printing his life away. Such men are scarce in these days; and as we grasped his honest hand to say good-bye, we were tempted to paraphrase a line from Riley and say: "When God made Budd I'll bet he didn't do anything else that day but just set around and feel good."

Isn't that fine? Doesn't that ring true? It is written in the spirit of many of the contributors to this department — this spirit of fellowship and understanding between employers and employes — and if it was as common as it should be, there'd be no so-called "labor" troubles. I should like to meet Budd personally, and I should also like to make the acquaintance of as true a writer as M. E. is a printer — the whole-souled editor of the Mulvane News. And if I don't meet them in this scheme of existence, I hope to where they are at work in the next.

No, not at shoveling coal — though Budd may deserve it for sending me that most unseasonable greeting; at the same business. For none of us would be happy in a hereafter which had nothing in common with the Art Preservative of Arts. And we do not "slumber for ever and ever more," as Walt Mason says we do in his poem — not unless we are really "dead ones"; neither do we forever rest; I'm convinced of that. I don't think either Most Easy or the editor of the Mulvane News — is his name Mulvaney? — would want it so most easy as that.

I gave my views on the subject, which further consideration assures me are somewhere near correct, in some verses I wrote many years ago on the motto of a class — Ohne Hast, ohne Rast — Without haste, without rest — at the college I attended. This is all I can remember of the verses:

Go
Slow,
Do not rest
Till you're numbered with the blest.

* * * *

What their motto is, we do not know;
May not what is best for us below
In that Higher College still be best?
Is there Rest in rest that has no rest?

* * * *

Eve dallied with the Prince of Idleness,
And lost what she then deemed true happiness;
But when our parents left their garden cool,
And earned the bread of toil in life's stern school,
God, the Wise Punisher, in mercy sent
This compensation for their banishment:
They learned the blessedness of Work; they saw
Toil is the hard beginning of the Law
That has its consummation in that sphere
To which their Eden were a desert sere;
The bitter yeast was but the blessed leaven
That concentrates the sweat-earned bread of Heaven.

The other day I bought a book of 950 pages for thirty-five cents. It seemed to be worth it, for it was called "The Unknown Country." But it is a symposium of what ministers of the entire Christian era to date think they know about it. They do not agree. There is even more difference of opinion among living theologians than there was among those of a thousand years ago. There are 57 varieties of hell and no hell at all; and there is almost as much confusion as regards the other place. I have as much right to my opinion as any of these ministers, and certainly must know as much about the matter as most of them appear to, and I do not fully agree with any of them, but the man who comes closest to my way of thinking is a man whose memory will ever be green in American hearts — a great editor and publisher, the gifted author of "The Man Without a Country" — the Lend-a-Hand philosopher who so lived his famous motto as to take time in his busy life to commend one of my earliest ventures in verse — the crude efforts of an entire stranger; who was — and IS — the friend of countless other struggling writers — the scholar and citizen to whom a noble monument was erected this week in the city I am in at present — the Reverend — and revered — Edward Everett Hale. He would not, however, have commended "The Sexton's Inn," for he writes:

> We speak familiarly, for instance, of life above, and life on earth, as if spirits lived in the sky, and not elsewhere. As a matter of poetry, this may be just tolerated. But not as a matter of fact. * * *
>
> So, again, our familiar phrase, in which we speak of the life "there" as contrasted with the life "here," is dangerous. Or, when we speak of a friend as having "passed away." It should always be remembered that these phrases are excusable merely as poetry. * * * It is far worse when we speak of a dead friend as "lying in the ground." Such language should never be permitted. [And why speak of him as "dead"?—H. A. W.] * * * I believe that the more men come to see that they are simply in training here for other life, with larger powers, the better is the chance that life will be pure and peaceable, kind and merciful, charitable, just and true.

And increasingly useful. Of all the different kinds of work that have helped to broaden and spiritualize this life, the labor of printers and editors is among the most efficient. And have the men who have made these callings their life work no application in the other life for what they have learned with so much study and toil, but with the love of the soul that has found its work? No, I believe that the released spirit of Budd will blossom forth with larger powers in very much the same line of optimistic work as he has fitted himself to excel in; and that the editorial labors of the cheery humorist of the Mulvane News will continue to be an inspiration to the souls of men.

LARGEST NEWSPAPER IS DISCOVERED

Publisher Grateful That He was Bred in Printing Office

According to the Philadelphia Inquirer of recent date, a copy of the largest newspaper ever printed is in the possession of Ferdinand J. Dreer of 1520 Spruce Street, of that city. Few men alive today are acquainted with the fact that the newspaper monstrosity called "The Quadruple Constellation" was published fifty-four years ago by George Roberts of 12 Spruce Street, New York. The pages measure 100 x 70 inches in size.

The first edition was published to the number of 28,000 copies, and only the finding of one of these copies by Mr. Dreer, while examining personal papers and books left by his father, brought the oddest of newspapers to light. "The Quadruple Constellation," judged from the standpoint of the modern reader, is a publication of such bulk as to prevent perusal except with the aid of a billiard table or something that offers equivalent handy space, and it is likely that Mr. Roberts' idea of having it published once every hundred years will not look feasible to present day publishers, because of an eccentric reading public that demands its reading, even when it falls under the head of the curious, in shape that can be easily handled.

Perhaps Mr. Roberts' own opinion of his product is justified. He says: "The publisher does not wish to conceal the honorable pride which he feels in presenting this sheet to the public. It is the offspring of Invention, Taste, Enterprise and Herculean Industry." He offers the fact that the paper is produced in sheets that measure 100 by 70 inches, in pages of thirteen columns, each 48 inches long, as proof of his claims for the "wonder," and suggests that lovers of the artistic should place the copy they buy in a box and leave it on the center-table to be read by children and grandchildren to infinity as "the greatest curiosity of the nineteenth century." Explaining his ability to produce so magnificent an example of newspaper enterprise, Mr. Roberts declares in his editorial notice that "We thank God we were bred in a printing office from the age of nine years, and we have no doubt we will die there with harness on our back."

Took Forty People Eight Weeks to Do It

The Constellation, of the edition in possession of Mr. Dreer, was produced in 1859. Contemporary history with big news, oddities and writings of the time comprise its contents. There are splendid engravings of President Buchanan, N. P. Banks, Rev. Henry Ward Beecher, Rev. E. H. Chapin, Baron Humboldt, Gordon Bennett, Horace Greeley, Elizabeth Barrett Browning, and of the Crawford Statue of America. Other engravings include a scene in the plantation district of the south, which, about the time of the paper's publication, was planning its secession from the Union. Mr. Roberts says that the work of placing these facts and fancies in readable shape required the labor of forty people for eight weeks and the use of the largest size sheet paper then on the market.

Much space is given to "The Moon Hoax," from the New York Sun, of the year 1835. The publisher of the freak "Quadruple Constellation" justifies the reprinting of the hoax with an explanation that although the story was first produced as a joke, it was nevertheless accepted as a scientific fact by English newspapers and served to bring the Sun into a world-wide prominence. The hoax deals with discoveries of living forms on the moon, describing their modes of life, their ability to either walk or fly, and, in short, gives a detailed account of the moonfolk as they were seen through a wonderful telescope erected at Sandy Hook. It was months before the world was aware of the truth, that the Sun was merely offering an April-fool yarn to its readers.

Published Lottery Ads

About one-quarter of one of the great pages of the Constellation is given to a reproduction of an etching of the $50,000 lotteries at Wilmington, Del., and Augusta, Ga. Evidently the lottery was looked upon as a business opportunity, for the "mastodon of newspapers" prints not only an account of its wonderful working, but also carries an advertisement of the ticket sales. As a side issue it deals in a glowing description of the marvelous "elliptic bed-spring," a device constructed for the ultimate comfort of the tired sleeper.

It may be that the eight-page quadruple "Constellation" will never be attempted again for publication. The copy owned by Mr. Dreer is one of 28,000 offered at 50 cents apiece by the publisher in 1859, and while still in readable shape is marred slightly by yellowing and by the creasing and tearing that must be incidental to digestion of its contents by the reader. Mr. Roberts probably conceived its production after having suffered financial loss. At least he takes pains to notify editors that he has severed business relations with a certain Mr. Benjamin, who has brought suit for services that he only thinks he has rendered the publisher of the curiosity.

* * *

PRINTERS' LEAGUE OF AMERICA PROGRESSING

The Printers' League of America Is Progressing In Its Influence and Practical Usefulness

The report of the president, Mr. Charles Francis of New York, at the recent convention in New York City, indicated that the work of the league was advancing in a most satisfactory manner, and it is probable that the near future will see branches established in a number of other cities, several being well on the way to organization. Three charters were granted during the year — to Toledo, Cincinnati and Chicago. In two or three cities the branches had been formed and had secured contracts with the unions, and then the work of the branches had been allowed to lapse, but it was certain that when these contracts approached expiration the branch would again become active, as the advantages of collective contracts were plainly apparent to the employers in those cities, even though they formed little occasion for meeting in the intervals between the negotiation of scales.

In Toledo the formation of the league resulted in relieving the employers from a very critical situated created by the demand of the pressmen and feeders for an increase of scale. It happened that the president of the National League was passing through Toledo on his way to New York from Chicago, and had wired the secretary of the Ben Franklin Club of Toledo inquiring if he could be of service in that city. The telegram was received during a meeting of the committees from the employers and the unions just at the moment when negotiations were about to be broken off. The effect of the telegram was to adjourn the meeting until the arrival of the President, and following his arrival and the formation of a branch league the matter was again taken up with the unions on league lines and a satisfactory adjustment quickly reached.

President Francis instanced the extension of the principles the league stands for into other trades and prophesied that within a few years every industry having to deal with organizations of labor would be working along similar lines. He said that organized labor was one of the conditions employers had to deal with, and that the hope of some employers that it would be destroyed was without foundation. He thought it was desirable that employers should encourage the conservative elements of labor and deal equitably with them, rather than by fighting them strengthen the radicals and anarchistic. The more conservative and saner actions of the trade unions, as compared with other more recent organizations, should convince employers in every line that the league method of dealing with labor problems is the only safe course to follow.

The following are the officers of the league:

President, Charles Francis, New York.

First Vice-President, A. R. Morgan, Cincinnati.

Second Vice-President, J. W. Hastie, Chicago.

Secretary, Charles E. Hawkes, New York.

Treasurer, Wm. H. Van Wart, New York.

Executive Committee members: F. E. Wilder, New York; W. D. Frank, Cleveland; J. J. Kelly, Cincinnati; H. C. Vortriede, Toledo; T. H. Faulker, Chicago.

The advisory board for the three districts are as follows, from the membership of the executive committee:

Eastern District, Charles Francis, W. D. Frank, Wm. H. Van Wart, and Floyd E. Wilder.

Middle District, A. R. Morgan, W. D. Frank, and J. J. Kelly.

Western District, J. W. Hastie, H. C. Vortriede, and T. H. Faulker.

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THE FREE AD NOTICE FIENDS

Suggested Medicine for Riddance or Cure

Office of D. W. Grandon, Vice-President
Hillsdale, Mich., May 22, 1913.

Benjamin B. Herbert,
Chicago, Ill.

Dear Sir: Every day I am more and more surprised at the number of newspapers seemingly willing to print the free advertising matter sent out by the smooth press agents of the country. For years past I have dropped all such matter in the waste basket, but have never been able to head off the deluge that comes daily to the Hillsdale Daily, as it no doubt comes to thousands of other newspapers throughout the country.

However, I think a method of getting rid of these troublesome pres agents was recently suggested by Albert M. Snook, ex-president and present chairman of the executive committee of the Inland Daily Press Association. At our last meeting at Chicago he urged each member to get a rubber stamp which would read:

WHY DON'T YOU
PAY FOR IT?

This stamp would cost but a few cents, and when each piece of free advertising is received the publisher should use the stamp on the envelope and enclose it in a plain envelope addressed to the party sending the free advertisement. Do not stamp the envelope, as the postoffice has blanks and will notify the party to whom the envelope is addressed that a first-class letter calling for postage is being held. If the postage is sent the letter will be forwarded. After paying postage on a lot of these letters and opening up the mail to find boldly stamped thereon these words, "WHY DON'T YOU PAY FOR IT?" it strikes me the grist of free advertising will grow much lighter.

I trust with your large circulation you will be kind enough to give this suggestion of Mr. Snook wide publicity and to editorially urge your readers to follow this plan. Very truly yours.

D. W. GRANDON,
Manager the Hillsdale Daily.

BANKER PRAISES NEWSPAPERS AS AN ADVERTISING MEDIUM

Newspapers were pronounced far superior to magazines as an advertising medium by F. O. March, of E. B. Smith & Co., bankers, in an address on "Financial Advertising" at a round-table luncheon of the Poor Richard Club, Philadelphia, on May 27.

Experiments have recently been made by New York firms, Mr. March said, in advertising with syndicated and individual newspapers in most of the big centers of the country. The carefully tabulated record of results shows that heavier and quicker response came from the newspapers than from similar advertising placed with magazines.

"Financial advertising has changed considerably in recent years," said Mr. March. "Financial houses are coming to realize that bonds and stocks are subject to the same laws of distribution and sale as potatoes. They accordingly are not satisfied with merely inserting a card in the paper calling attention to the number of years they have been in business, but specifically state why the bonds they offer are best."

Mr. March pointed out that advertisements in old city directories show that only a short time ago the "card" advertisement was used by the grocer. He said that bankers usually balk at more blatant methods of displaying their wares on ethical grounds.

"Having determined the nature of advertising," continued Mr. March, "where it shall be placed becomes the next problem. Many people get the habit of advertising in one paper. They keep no record on results and try no other medium. In many cases they are simply wasting their money."

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"EXCELLENT FARM WRITING"

"Excellent farm writing" is the way Charles Dillon, managing editor of the Capper group of farm journals, describes the Springfield, Mass., Union's rural feature page, supplied by students of the state agricultural college under direction of Prof. Robert W. Neal. This page, the Bay State Ruralist, ended its second year on May 25, when the students had entire charge of it without editorial supervision of any kind. "It was fine," writes Mr. Dillon in the June 7 Kansas Industrialist. "There was a swing and a freedom in the first sentences that was positively refreshing, and every one of them was well within the limits of dignity and proper writing."

Excellence in farm and other forms of industrial writing is rapidly becoming indispensable. Not only do the magazines and the newspapers require it, but the technical journals and the farm papers also are steadily insisting on a better quality of writing. They are compelled to do so, for their readers demand it of them. At the same time, the demand for material of this sort is increasing. The city reader and the country reader alike welcomes the well-told fact of agriculture, rural life, or industry.

Hence the increase of courses intended to train to "excellent farm writing." They are found in the universities, and the agricultural colleges have perceived their desirability. At least six agricultural colleges give courses of the sort — Wisconsin, Kansas, Michigan, Iowa, Ontario, and Massachusetts.

Some of these aim at no more than practising the student in writing of agricultural articles; others — as in the case of Massachusetts — seek professedly to prepare men for country newspaper work even when drilling them largely on agricultural subjects. The belief is that there is opportunity for competent men of education in country newspaper work, and that educated men of strong rural sympathies can be especially useful in their community through the home paper. But it is also held that a good news form and style are essential under any conditions to "excellent farm writing." Judged by the results at Massachusetts, the theory seems to be sound.

* * *

QUIT BLAMING OTHERS

The following paragraphs are taken from a snappily written circular sent out in connection with the recent Illinois Printers' Cost Congress:

No man can get anything out of this world, out of the printing business, or out of organization, unless he shows enough energy and ambition to do a litle something for himself.

Organization will not run itself any more than your own business will exist without your time and effort back of it. If organization is going to do you any good, it is you who must make the organization. You must realize now that it is up to you to do something for yourself. That is what is the matter with the printing business—every printer is looking for the other fellow to do something, while he himself sits back and does nothing. You complain continuously because your competitor quotes a lower price in every estimate he makes. Are you doing any differently? Are your own selling prices based upon a known cost plus a reasonable profit? If not, what right have you to complain?

The object of this preachment is to put the proposition squarely up to you printers of Illinois, to ask you to give your time, more than anything else, to the organization movement, and incidentally some of your money. The more workers we can get into the organization, the sooner we can bring about the new conditions in the printing bnsiness that we all desire.

Brother Printers, when are you going to quit blaming others for your condition, and resolve at least to try to do something for yourselves?

Are we going to permit Illinois to lag behind in this great movement? Must we take a back seat while Ohio, Indiana and other states go marching by on the road to progress?

Recent statistics show that in the State of Illinois out of 2,352 printers no less than 1,282 are absolutely without any financial rating whatever. You will see by these figures that there is much to be accomplished to place our great industry on a sounder basis, and by hearty co-operation we can do it. Won't you do your share?

* * *

AMONG THE ASSOCIATIONS

About 300 editors and their wives were in attendance at the annual summer meeting of the Kentucky Press Association last month, June 17-19, inclusive. The gathering this year was held at Olympia Springs.

The following officers were elected:

John S. Lawrence, of the Cadiz (Ky.) Record, president; James B. Lemon, Mayfield Messenger, vice-president; J. C. Alcock, Jeffersontown Jeffersonian, secretary and treasurer; James B. Stears, Nicholasville News, chairman of the executive committee.

The program was one of unusual excellence and the members expressed their gratitude formally and otherwise. Woodson May, of Somerset, denounced the sliding scale for advertisement prices and discussed the lack of business methods prevailing in many local newspaper offices.

"The Round Table," presided over by Mr. J. A. Spears, a veteran editor, was an interesting feature of the meeting. The free discussions of numerous questions which enter into the successful management of most printing and publishing offices proved enlightening and decidedly helpful.

The meeting closed with a banquet tendered by the Olympian Springs management.

* * *

DENVER PRINTING NOT ALL DONE IN DENVER

Denver, in common with other large cities, has found that much of its printing is done outside of the city's limits.

It is said that Denver loses $1,000,000 annually through the practice of certain interests in the city who have their printing done by outside firms, according to a letter sent recently to the Denver Chamber of Commerce by the various printers' organizations. It is urged that if all the printing required in Denver was done by local firms it would necessitate an increase of about 700 workmen to turn out its work; that the plants would be put to an expense of $275,000 to meet the orders, and that the population would eventually be increased 2,500 by the coming to Denver of printing trade workers with their families.

The letter points out that the printing business is the largest single industry in the city, and that it is of vast importance to see that Denver does not lose her share of the trade through the placing of orders outside of the state.

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RANDOM NOTES

A real estate firm of Akron, Ohio, announces in a full page advertisement in the "Times" of that city its success in securing a new home for the newspaper. The portraits of two members of the firm appear in the advertisement, and their boast, "We are the boys who found the new home for the Akron Times," carries with it the inference that the building was acquired upon the most advantageous terms. The advertisement claims that "a more suitable building and location could not have been obtained in the city."

A sample copy of the "Georgetown Commercial," Lee J. Rountree, editor, is an eloquent testimony that the merchants of the little Texas city are believers in newspaper publicity. Many of the advertisements are creditable typographic productions.

In a recent issue of the Lyons, New York, "Republican," there appeared an interesting 2,000-word history of the Lyons Printing Company. According to the article, Mr. R. P. Ostrander, the owner, made the first payment on a monotype equipment in 1905, following the favorable sale of a thoroughbred French bull dog and five pups. The company has flourished and prospered since this memorable event. The Lyons Printing Company now has a weekly payroll of nearly $1,000, with sixty-one employes. An additional paragraph is significant: "In spite of the fact that the printing trade is languishing throughout the country, and has been for months, the local company is full of business at present and is booked for months ahead. So great has been the demand that for six weeks past it has kept two machines busy in Rochester and part of the time two in Syracuse in addition to its own large equipment."

The Boston Transcript of recent date says that large American exhibits are already being arranged for the Exposition of the Graphic Arts, to be held in Leipzig during the summer of 1914.

COST FINDING AS A CREDIT ASSET

By Frank Barhydt, Kansas City, Mo.

EFFECTS of the Cost System on Credits with the Supply Men may be considered from two points of view: one

The attitude of the supply house toward the printer having a cost system. The other

The effects of the cost system with the printer as shown in his payments to the supply houses.

Of these, the first may be readily and intelligently discussed, while the other is more difficult to speak on for the reason that specific and detailed information is lacking.

Supply men know that many printers do not pay because they do not make money and cannot pay. Before they are warranted in extending credits, it is necessary for them to know that there is a reasonable prospect of receiving their pay. They are aware that in a great majority of cases where customers do not pay the failure is due to the fact that the printer has not properly calculated the expenses of turning out his work, and as a result uses up his capital and takes work from other shops only to find out in the end that he has been operating at a loss. Such a printer is not to be credited by any supply man who knows his condition, not because he is not honest, but because he is not a good risk. On the other hand, when the supply men know that a printer is familiar with his cost of producing, he will make proper charge for his product, and will not take a job in which there is no profit. Not only is he considered a good risk, but having knowledge of the expenses of each department of his establishment, he realizes the advantage of modern appliances and the expensiveness of labor, and installs such equipment as will make for "efficiency"; and efficiency is the foreword today in all lines of business. When the supply men know that the printer's profit is not a matter of "luck," but is figured on a scientific basis, they will be willing to extend all needed credit.

In regard to the effects of the cost system as shown in the payments of the printers to the supply houses, conferences with the credit men of the allied trades strengthen the opinion that the cost system, as now understood, has not been used long enough nor by a sufficient number of printers to produce any marked effect on either sales or credits. Those who have not been able to see its advantages, are the kind of printers who are not making money, and this fact, alone, is a good argument for the adoption of some kind of system of cost finding. Those who have put in cost systems are, as a rule, those of the better class of printers, who have known something of what has been going on in their business, who were making money, and who are among our prompt-paying customers.

In certain localities credit conditions have improved in the past year or two, but whether or not this is due to the installation of the cost system, no supply man can tell. However, there have come to the attention of all supply men, without a doubt, a few unmistakable evidences of better conditions among certain of their customers who have adopted a cost system — customers who, while very slow pay formerly, now discount their bills; and the natural inference is that their improved conditions are due to the effects of the cost system in bringing them into a knowledge of the cost of doing business and thus enabling them to adjust their business to a proper and paying basis — and this, in the last analysis, is what a cost system stands for.

While it so far has been impossible to determine definitely just what has been accomplished by the cost system in the way of bettered conditions in the settlement of printers' accounts, it is certain that it enables them to put their business on a profit-making basis, and this will eventually benefit not only the printers with the cost system, but will lead the others up to better prices and better conditions, and it is safe to say that no printer need have any misgivings as to his credit with his supply man, or his banker, if he has a cost system and is working it overtime.

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"THE AD CLUB IN OUR TOWN"

By C. E. Curtice, Miner and Mechanic, Neosho, Mo.

HAVING been invited by Mr. Edgecombe, manager of the Country Weekly Department, to prepare a paper on the above topic, I take it for granted that what is wanted is simply a correct and concise statement regarding the organization of the Ad Club in the little city in which I live; what it has accomplished in the way of improvement in the advertising done by the different merchants of Neosho, and what benefit has been derived from it by the newspapers and print shops of the town.

The Neosho Ad Club was organized in December, 1910, and is affiliated with the Associated Advertising Clubs of America. One of our leading business men, Mr. G. R. Lowe, while in St. Louis on business, met and had a talk with Mr. I. H. Sawyer, advertising manager of the Brown Shoe Company, and at the time vice-president of the national organization of advertising clubs. Mr. Sawyer is an enthusiast on the ad club proposition, and very naturally pumped considerable ad club hot air into his visitor before leaving him. The seed thus planted immediately took root, and as soon as Mr. Lowe returned home he began talking up the matter of organizing a club in Neosho. A little later Mr. Sawyer was induced to visit our town and at a luncheon given in his honor by the commercial club, outlined the aims of the Associated Clubs and strongly urged the organization of an Ad Club in Neosho. A short time after Mr. Sawyer's visit a number of the business men met one evening and organized the Neosho Ad Club, with some ten or twelve charter members. Suitable quarters were secured for the meetings of the club and neatly fitted up. The meetings, held twice a month, were attended by nearly all the members, and at every meeting there were a number of applications for membership to vote on. The Ad Club idea took root and flourished. Its practical mission and purpose appealed to the business instinct of its growing membership. Later on the club outgrew its old quarters and a suite of rooms in the largest and most pretentious building in the town was secured and fixed up in elegant style as a home for this stalwart and growing infant. The club now has a membership of 56, comprising representatives of nearly every business institution in Neosho. The average attendance at the meetings is not less than 30. The membership fee is $5.00, and the monthly dues 50 cents. The organization has, in addition to its business phase, a social side that helps to attract and hold its membership. A luncheon is served at every meeting by one of the members, the honor of being "chef" for the evening being decided by drawing a slip containing a member's name from a box. After one name is drawn out it is not again placed in the box until all the others are drawn. Another feature that has added to the popularity of the club and increased the interest in it are two annual stunts that are pulled off regularly, one being a minstrel performance in the winter, and the other, a "humbug circus" in the summer. These attractions are invariably greeted by houses in which standing room is at a premium, and they have not only been a pleasant diversion from the routine of daily grind, but have proven a source of revenue to the club that has enabled it to fit up its quarters in fine shape and secure a stereopticon and other accessories for the use of lantern slides in illustrating the talks that are made on advertising. As to the principles and aims of the organization, we quote what its constitution says — and it is eloquent with force:

"We declare ourselves associated for the development of the best in advertising; to assist each other by the exchange of ideas; to produce better and more profitable work; to correct the abuses of advertising; to use our co-operation to further the interests of the Commercial Club; to promote social fellowship and to assist in advancing the interests of Neosho and the community in which we live."

C. E. Curtice, "Miner and Mechanic," Neosho, Mo.

The above is a general outline of the organization of the club, and now you will want to know what good it has accomplished. One of the first effects of the organization was the elimination of "fake" advertising schemes. The club has a vigilance committee composed of three members, whose duty it is to examine and pass on every advertising proposition of a special character presented for the consideration of the business men of the town. Every business man who is a member of the club, and some who are not, has a printed card displayed in a conspicuous place in his store, which reads: "No advertising proposition that does not have the endorsement of the Neosho Ad Club will be considered." And they stick to it, too. This makes it absolutely necessary to secure the endorsement of the vigilance committee to do any business in the advertising line in Neosho, and they can be relied upon to give their sanction only to such advertising as is legitimate and will bring some returns to the advertisers. This has practically eliminated our old friends, the lodge, church, or railroad directory, church cook book, opera house program, and many other forms of fake advertising that are generally admitted to be of no benefit to the advertisers. Even the venerable county fair premium list (the advertising in it) is a thing of the past. Again, the members have been making a systematic and pretty thorough study of advertising. At the beginning this study was confined principally to examination and criticism of the ads in the local papers; later on they took up magazine advertisements, and for the past six months or so they have been receiving the regular lantern slide lecture course on advertising from the National Association, these lectures being read by one of the members, and illustrated on a screen by use of the stereopticon and lantern slides.

The next question that will be asked is, undoubtedly, what benefit has this ad club been to the newspapers, and also to the merchants of Neosho? To this I would say, a great deal in both instances, in my judgment.

Before the organization of the Ad Club in our city the local papers, three in number, had about the same trouble with their advertisers that nearly every other newspaper published in a county seat town of from 4,000 to 5,000 inhabitants has. We chased ad copy and did not always get it; copy came in in poor shape and had to be edited; merchants said when approached that they had paid out so much for other kinds of advertising that they could not afford to advertise in the papers; other merchants set aside so much for newspaper advertising, and so much for outside schemes, and generally speaking advertising was a haphazard proposition. Now this is all changed. The merchants have the money they formerly paid out for different advertising schemes to spend on newspaper advertising. About the only other form of advertising used in Neosho is the mailing out of circulars and folders to persons whose names are on mailing lists covering the different rural routes in the county. I would estimate the display advertising in the Neosho papers since the organization of the Ad Club to be nearly double what it had been for the same period before. There has also been a vast improvement in the composition and arrangement of the copy. This is particularly noticeable in the copy furnished by the ad writers for four or five of the leading stores of the town. Their ads will compare favorably with those of the stores in much larger communities where special ad writers are employed at liberal salaries.

And again, the merchants have been greatly benefited by the increased sales resulting from the substitution of legitimate and systematic advertising methods for the old hit-and-miss form.

At the club meetings other questions that really pertain to advertising have been the subject of discussion and criticism, to-wit: window display, arrangement of stock, store service, etc. These accessories to newspaper advertising, if handled to the best advantage, are certainly a big help to the enterprising merchant in the selling of his wares, and the stores of Neosho show great improvement along each of these lines.

In addition to the study of advertising and kindred subjects, the Neosho Ad Club is also a booster organization for the town and has aided in such works of local interest as improving the city park, securing good roads, cleaning up the streets and alleys, etc. In fact, it is a live wire in every way, and can always be found working for everything that is for the best interest of the town.

I believe that Neosho is the only town in the United States of anything like its population that has an ad club, and that it is most fortunate in this respect. I would say to my brother editors that in my opinion your business will be added to by the organization of a live, energetic ad club in your town, and you should give any effort in that direction your cordial encouragement and aid.

BENEFITS OF THE NATIONAL PRESS ASSOCIATION TO ITS MEMBERS

By G. W. Hughes, Clinton, Iowa

BENEFITS of the National Press Association to its members depend upon two things: the members, and the opportunities offered them for being benefited. There are two classes of members: those anxious to receive benefit, and those who are indifferent as to the good results that may come to them, even though they may come with little effort on their part. Some are members of the association and attend the annual meetings that they may learn something which they can use to profit in their business and share in the pleasures of pleasant friendship. Others are members that they may attend the meetings and have a good time and return home no better informed than when they left, except the knowledge forced upon them by travel. He who travels will learn something worth while unless he goes to sleep or wilfully keeps his eyes closed. Though some learn but little and do less, it is only fair to admit that those who pay their dues and other expenses necessary to be a member are desirous of being benefited. It is possible that their idea of being benefited will not allow them to gain the knowledge it is possible for them to add to whatever they may know. While the desire of some may not at all times or at any time, be strong enough to insure them benefit from every opportunity presented, all should be charitable enough to not question their good intentions. To do so would be almost a direct accusation of their not knowing enough to know they do not know as much as they ought to about making the best of an opportunity. I would not accuse anyone unjustly. Every member of our association should be considered innocent of any intention of fooling away his time and his money until the preponderance of the evidence shows him to be guilty beyond the possibility of a reasonable doubt. Neither would I have anyone feel that I desire to meddle with his business further than to show him wherein he is unfair to himself and the association. It is hoped no one will take offense at the friendly flashes of light thrown upon any part of his life, especially when they are so general that he may feel assured that it is the other fellow who is meant.

There are two ways by which benefits may come to our members from membership in the National Press Association. The benefit may be mental or it may be physical. Each one may receive the two-fold benefit; and those who do not give proper welcome to the opportunity that comes to them while attending the meetings cheat themselves. There is the benefit that comes from a few days' rest, away from the many and urgent cares of business, far from the calls for copy and the presence of the collectors of bills. The benefit to be gained from this condition depends upon the number of unpaid bills left at home.

Rest is a benefit at any time;
  Sometimes it's an antidote for ills,
But it gives its greatest good
  When free from the sight of bills.

The benefit from travel must always be considered. It gives an opportunity for learning that is a part of an education. It adds a certain and a definite knowledge that can be gained in no other way. The broadening influence of travel upon the mind is of a worth that makes it a necessity for a complete education. Those who have never traveled have never known the difference between seeing things and reading the descriptions of those who have seen them. No matter how vivid a description may be it can only give an outline. Those who have never seen the mountains know little of what mountains really are. Those who have never seen them robed in perpetual snow when there is vegetation in the valleys below have never experienced the feeling of wonder that redoubles with each view. Those who have never seen the wonders of Yellowstone Park have not experienced one of the strongest evidences that there is a God. It might well be said that those who have never traveled have never realized fully what it is to live.

The social part of our meetings is of much importance. Meeting old friends and making new friends is a pleasure and a benefit that cannot be overestimated. It is often beneficial beyond any value ever placed upon gold. Meeting and associating with those engaged in a similar business with ourselves is a benefit that may become nation-wide. It cannot be told when a friend in California may be a friend, indeed, to a friend in Maine. No one can know when friends in other states may be of valuable assistance. At the annual meetings friendships are made that continue through life. So close are some of these friendships that they become stronger with each meeting. They are renewed each year with a pleasure that makes life sweeter and the flowers look more beautiful. Especially is this true when "soft eyes looked love to eyes that spake again." While Cupid is not a member of our association, he is with us on each excursion, and is busier than all the Pullman porters on the train. In fact, they are always a great deal busier than they would be if it were not for his presence. It is easy for him to make a slow porter swift and an unpleasant one pleasant. It has been known that some porters who had broken records for slowness became professional sprinters after being with one of our excursions three weeks, and others who would have been ideal cemetery signs were afterward employed to smile for the despondent. If such a thing were possible, a National Press

G. W. Hughes, "Register," Clinton, Ill.

Association excursion without Cupid would be almost as much without amusement as is a desert without vegetation. A few hours after the train starts he puts on a moving picture show of amusing situations that keeps everyone in a good humor. As much as the busy little god enjoys being with us he would perhaps not care to accompany us were it not for the rear end of the train. It is his favorite place for binding states and hearts together and make friendships seem like eternal happiness in a rose garden. It has been known that the rear end of the rear car was so much in demand that tickets for certain hours were issued that there might be no monopoly on the favorite location, thus preventing the parties to any friendship from beginning suit against the National Press Association for failure to provide sufficient desirable accommodation for them to worship Cupid according to the dictates of their conscience without being unnecessarily disturbed.

The rear end of an excursion train
  To friends of Cupid is "sweet home";
For it is there that they are
  Out of sight and all alone.

The principal, and, in most instances the most lasting benefit, comes, or should come, from the programmes. Here, as in all other conditions, the benefit gained depends upon the member. One with plenty of desire to be benefited can learn from a poorly selected programme; but one with little desire to make the best of an opportunity will not profit from good discussions or able addresses. An industrious pupil can easily learn from a poor teacher, but it is difficult for an industrious teacher to add to the knowledge of an indifferent pupil. A sage can learn from a fool, but a fool never learns from a sage. Knowledge can be gained though the opportunity is slight, if the determination to learn is not missing. While this is true, it does not create a reason for the use of poor judgment in preparing a list of subjects for consideration. As care is exercised in preparing food for the physical man, it should be used in preparing food for the mental man. To properly satisfy the mental or the physical man the food should be suitable for his nature, his need and the work to be performed. It would be as unwise to place only pastries before a laboring man as it would be to give a thinker food needed only by those who do physical work. The food should be of the kind the work to be done demands. Arranging a feast for the mental man is more difficult than preparing one for the physical man, because the mind has what may be termed more variations than the stomach. All who are in health will enjoy a good meal, but thousands who are robust prefer to attend a minstrel show than hear the address of a statesman. A cage of monkeys will be playing to a crowded house while the lions go to sleep waiting for an audience. A witty old farmer once explained it all when he said: "There is just as much difference in people as there is in anybody."

It is easier to criticise a programme than to prepare it. Those who have had experience know how easy it is to convince others that those who had the matter in hand knew little of what was expected of them. The real secret of preparing a suitable programme for the National Press Association or any other body is that it be in line with the work of those who are expected to be interested in and benefited by it. It should be made up from subjects that directly interest those who hear the discussions and the addresses. They will not be interested in them if they cannot learn things which they can put to use in their business. If it is a meeting of ministers they will want to learn something about preaching, and not how theological schools are conducted. If it is a convention of lawyers, they will want to learn something that will enable them to practice law more successfully than they have been doing. If it is a convention of teachers they will be more anxious about how to teach successfully, and not how colleges are conducted, or of their greatness and advantages in securing an education. If it is a meeting of editors their main desire is to hear something from which they can learn that which they can put to practical use in their business. If the programmes are such that there is lack of interest in them, it is more often due to the inappropriateness of the subjects discussed than it is to the inability of the speakers to discuss them in an interesting manner. Those who hear them are not so much interested in knowing how preachers, teachers, lawyers and editors get diplomas as they are in knowing how they achieve success after getting the diplomas.

These thoughts indicate that those whose prepare the programmes for our meetings may be responsible for much of the indifference of members towards the sessions. If they are more interested in a ball game or something equally less important than in the discussions, they may not be wholly to blame, but their absence from the sessions is not excusable. If the association is to live and grow the sessions must be attended. Paying dues and riding on excursion trains will not keep our association out of the cemetery. All who attend the meetings should attend all the sessions. As the future of each of us will be what we make it, the future of the National Press Association will be what we make it. Its future will be bright or cloudy in proportion to our efforts in its interest. It is in our power to make it what we would have it be — strong, hopeful and full of life.

THE FIRST STEP IN STATE ORGANIZATION

Address delivered by E. R. Purcell, of the Custer County Chief, Broken Bow, Nebraska, at the Meeting of the National Press Association, Held at Colorado Springs, June 17-19, 1913

Were it not for the purpose of bettering the condition of the publishers of this country, there would be no such thing as a National Press Association. The same purpose prompts the formation of state and district press clubs. It is the organized body that accomplishes things. The various state press associations of this country have, for many years, been productive of much good, but from a strict business standpoint we believe that great strides are yet to come.

The country publisher is awakening to the fact that it is possible to attain not only more business, but a better class of business; he has discovered that there is an undeveloped field of advertising; he is learning that there are improved methods of circulation building; he is awakening to the fact that system in his office and modern methods of bookkeeping will put him next to the leaks in his business; he is finding out that it is possible to transform his small profit and sometimes his loss of last year to an adequate remuneration for his investment and his ability this year.

The Cost Congress has brought a most startling revelation in demonstrating to leading country publishers that they have been conducting one department of their business at the expense of the other, and that it is only through organization that great things in business building and profit making can be accomplished. Practically every profession and every trade is now organized for business purposes. Then why not the country publisher?

My subject is, "The Next Step in State Organization," and it is along the line of a more progressive plan of organization that I wish to speak. Perhaps I can best illustrate my idea of such an organization by telling you of the move that I helped to inaugurate among the country publishers of my own state.

At a meeting of the Nebraska Press Association held at Omaha the fore part of this month, we succeeded in getting a few publishers of the better class of country weeklies to attend a meeting, the object of which was to promote and finance a permanent Secretary Bureau, an organization that would employ a secretary whose whole time would be devoted to the interests of its members. The project met with favor and twenty-seven publishers present enrolled their names. The following day a second meeting was held. The number of members was nearly doubled, and an executive committee of five was named to manage the association. Printed matter explaining the proposition and application blanks for membership were then mailed out to the publishers over the state, and, although but a short time has elapsed since this was done, the responses assure us that the Paid Secretary Bureau of Nebraska publishers will secure a paid-in-advance membership sufficient to finance the organization during the first year.

E. R. Purcell; "Chief," Broken Bow, Neb.

The membership fee is placed at $6 per year for publishers in towns having a population of 1,000 and under, and $12 for publishers in towns over 1,000. We have secured the services of a competent secretary, a man with wide experience, who will have charge of this bureau.

And now you naturally ask what we expect to accomplish. The secretary's first work will be to visit certain county seats and, by advance arrangement, meet the publishers of nearby towns. He will explain the project and secure the membership of as many as possible of those who have not already enrolled. When the organization is completed, the real work will begin. The secretary will travel over the state and visit the shops of the members. He will talk better business methods, discuss the cost system and modern methods of bookkeeping; he will carry to interested members the plans worked out by successful publishers in other parts of the state, and will endeavor to get the $1 papers in the $1.50 column, and help them to put their advertising rates and job work prices where they should be. Certain publishers may be interested especially in circulation building, and he will arrange for one or more expert solicitors who will find steady employment by filling engagements with a number of papers.

In towns where conditions are bad and prices cut to pieces, he will endeavor to get the boys together on a profit making basis.

The great opportunity for effective work is in the field of foreign advertising. For many years the magazine and class publications with great circulations have had a monopoly of the foreign advertising, and it is only of recent date that the country weekly could secure its present meager portion at living rates. The great advertisers who appropriate from a few thousand to half a million dollars each year for advertising purposes, and have been placing the entire amount with the magazines and class publications, are just beginning to see the necessity of reaching the rural reader through the country weekly.

The manufacturer who depends upon the retail merchant to sell his product is just beginning to see that he must advertise his goods in a paper that covers the field where his local agent (the retailer) does business. He is awakening to the fact that the local merchant does not and cannot carry on a campaign of advertising for each of the various brands of goods that he handles. Mail order competition is working the same hardship on the man who makes the goods that it does on the local dealer who sells them, and the time is near at hand when the manufacturer must carry the news direct to the rural consumers. He must come to the rescue of the man whom he depends upon to sell his goods. In other words, he must spend a portion of his annual advertising appropriation with the country weekly.

Not long ago I was asked by a hardware dealer of my town to write to the manufacturer of a certain range which he handled and ask the company to carry an ad in my paper. The letter was answered by the president of the company, who informed me that his firm did not advertise in country weeklies, but that it spent large sums of money with publications of great circulation, some of them having as high as a million readers. I then secured the list of periodicals which this product was advertised in, and in a close count revealed the fact that not to exceed a total of 125 copies of all these publications reached the people of my community. The ad of this firm appeared in the publication only at stated intervals. It was one of a great number of ads sandwiched among the many pages, which fact necessarily lessened its advertising value. I doubt if it attracted the attention of five out of the 125 subscribers to the periodicals mentioned. Notwithstanding the vast sum this company is spending for advertising, it is doing practically nothing along advertising lines for the rural dealers who sell its product.

At this same time of which I speak, another great stove company whose product is handled by a rival dealer in my town, was conducting an advertising campaign in country weeklies and getting results. No doubt both of these great stove factories appropriated similar sums each year for advertising purposes, and one of them is now probably wondering why it is that the rural merchant don't sell more stoves when his company is spending so much money in magazine advertising. The comparison between this advertising and that of the country weekly, both from the standpoint of covering the community and of actual value to the advertiser in that community, is too striking to need further comment. This firm will some time awaken to the fact that the publication with a million readers does not cover the field in the locality where the country merchant sells the stoves.

The other merchants of the town need a small portion of the advertising appropriation of the manufacturer as badly as does the hardware dealer. When we stop to consider that everything we eat, wear and use comes under this head, we can just begin to realize what is in store for the progressive country publisher when the tide of foreign advertising actually turns his way.

It is impossible for the individual publisher to do effective work in getting the great manufacturer to divert a portion of his vast advertising appropriation from the magazines to the country weeklies, but here is where organization comes in.

Suppose the publishers of the country weeklies in the principal towns were to enlist the merchants of those towns in a united demand, asking that the manufacturers of such goods and wares as are sold by them be advertised in their local papers. There would be little trouble in securing the recognition that our publications merit as advertising mediums.

In Nebraska, the permanent secretary of this bureau will see that this very thing is done. Under Nebraska's plan of organization the permanent secretary will work with responsible advertisers and with advertising agencies. He will endeavor to create new business for the country weekly and will not only help the country publisher, but the country merchant as well. It is not expected that the paper with the small circulation will get the foreign business that the papers of greater circulation receive, but it is expected that the benefit to be derived under this plan of organization will be such that no enterprising publisher can afford to remain outside of it.

If a Permanent Secretary Bureau is not a good thing, other lines of business would not be maintaining them. The members would not collectively spend three, five, ten or fifteen thousand dollars annually to better their condition, unless they got individual, as well as collective, returns.

Truly, the next step in state organization among country weeklies should be the formation of Permanent Secretary Bureaus in every state. One year from now Nebraska publishers will bring to you good reports of what they have accomplished under this new plan.

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MAKING A SMALL CITY DAILY PAY

By Guy U. Hardy, Publisher Daily Record, Canyon City, Colorado

SHOULD a daily paper be run for profit or for principle? I should say for both — or rather for news, principle and profit. A newspaper that is run on a profit paying basis is pretty apt to be a much stronger advocate of its principles and of vastly more influence in its community, than the paper that is losing money.

What profit is the publisher entitled to — or should he strive for? Arthur Brisbane has been liberally quoted as saying that a country newspaper should knock out six dollars profit for each of its yearly subscriptions.

Is that high or low? Do you know any newspapers that are doing that well?

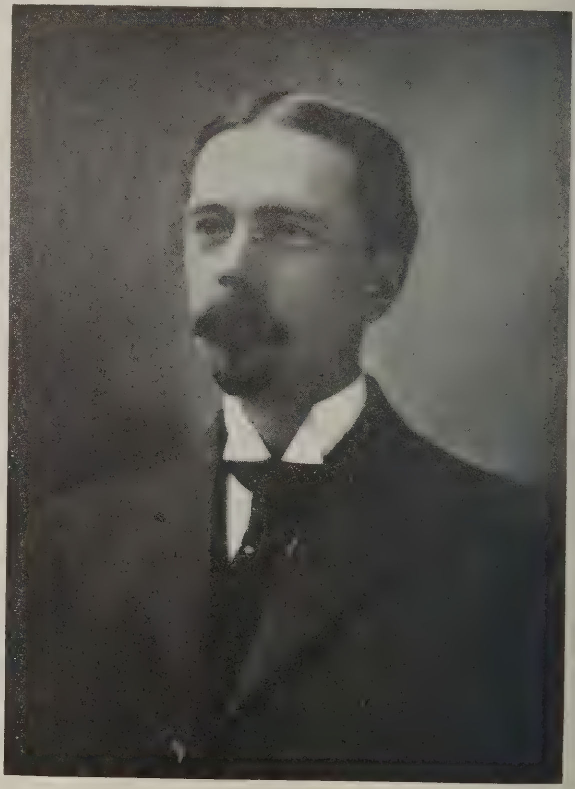
I know some, but not many.

It is easier to base a proposed profit perhaps on the volume of business done.

A friend of mine sets the standard of profit — the profit that should be aimed at — at 25 per cent of the volume of business done. I believe that this is a conservative estimate of what a small city daily paper ought to pay. That is, the proprietor, if he puts in his full time in connection with the paper, should take out for his salary and profit on investment at least 25 per cent of the volume of business done. He should do better than this if he can, but he should make that much anyway.

Profits in different newspapers vary greatly. I know of a country weekly in a town of 1,000 people that pays its owner about $4,000 a year. And I know of a dozen others in equally as good fields that do not pay $1,000 a year.

I know of a daily newspaper in a fine city of 12,000 people that does $50,000 in business a year that does not pay its owner 6 per cent of the business done. And I know of a daily paper in another city not half as good a field, that pays its owner from 25 per cent to 50 per cent profit on about half that volume of business.


Guy W. Hardy, Daily Record, Cañon City, Colo.

I know of another good city of about 12,000 people which has two good daily newspapers, each with a circulation of about 2,000 copies. The two papers appear nearly equal in quality and volume of business done to the outside observer. One of these papers has been netting its owner $10,000 a year, or 25 per cent on the volume of business done for several years, while the other paper runs behind more years than it runs ahead, and has never in many years made anything to speak of.

Getting out a good paper is not a very difficult job. It is largely a question of money. Brains, of course, are necessary. But men of newspaper making brains can be easily secured if you have the money to meet the pay roll.

But to make a good paper in any field pay a worthy profit is a difficult job. Men who have money making brains are mighty scarce and hard to hire.

And to sum up in a short paper of this class the essentials of a money-making paper — of a money-making publisher, is no easy task.

Money making in any line is largely a matter of thought. The publisher who thinks of the money-making side is apt to run a more profitable business than the publisher who devotes all his thought and energy to the political or editorial sides of the business.

Men accomplish usually those things which they set their hearts on — which they think most about.

Given the money-making thinking publisher, the next essential is the field. Many daily newspapers are striving to live in a weekly field. A man is a fool to try to run a daily newspaper in a weekly field — and many newspaper men are business fools.

When the right man is located in the right field, then one of the next important essentials is a cordial relationship with the opposition. The opposition, your esteemed contemporary in fact, may have about as much to do with your money-making success as you have yourself.

Be it far from me to advise any set of men to combine to violate any of the numerous, recently made, state anti-trust laws, but nevertheless, friendliness and co-operation among rival publishers has a great deal to do with the money-making success of local newspapers. And one tactful man can do much to bring about and maintain cordial relations and money-making conditions in a small field.

Economy should be the watchword in any business, large or small. Economy is one of the big essentials in the small publishing business. The grocer who buys sugar at $5 a hundred and sells it at 24 pounds for the dollar will go broke sooner or later. And the publisher at Junction City, Kan., who tries to give his limited field a newspaper equal to the Kansas City Star will go broke.

The newspaper should fit the field — should cost less than the total income — about enough less to yield 25 per cent or 30 per cent profit to the owner.

Of course any good paying shop must get out a good readable newspaper, and it must have a good business-getter on the staff, But a country town daily can be made too good and its salary list can easily grow too large to fit the field it is published in — too good to fit the possible business within its own field. To illustrate: I know of a newspaper in a town of 10,000 having a circulation of 1,700 that pays $75 a week for its A. P. service. I believe that this paper could cut its A. P. and linotype expense enough to pay 10 per cent or 12 per cent dividends on its $30,000 capital stock and not lose 25 subscribers from its list.

As a rule people take their local daily for its local news and not for its world-wide press service. A column of live local stuff is worth more than two or three columns of expensive telegraph any day.

So to sum up I would say that the essentials of making the small city daily pay are:

A fair field.
A money-making thinking publisher.
Co-operation with the opposition.
Economy in operation.

A strong local paper that fits the field — fits the possible business that can be secured.

Given these, and the minor essentials of money-making can easily be worked out in any country daily shop.

A WOMAN'S EXPERIENCE IN JOURNALISM

By Mrs. Juliet Strauss

THIS story begins where the old-fashioned, three-volume novel used to end. "And so they were married." I married journalism with no thought of taking a more active part in it than that of darning the journalist's hose and keeping home in the usual way of womankind.

The manner of my getting tangled up with the newspaper fraternity was thus: In the old village high school of happy memory I was a most dilatory and unambitious pupil.

I never could learn mathematics, for the reason, no doubt, that it was impossible for me to study. I never really got down to a subject in my life, but somehow I had a way of knowing certain things that nobody else in the class knew. The teacher rather depended on me on visitors' days to star a little, and when it came to literary exercises on alternate Fridays I was invariably called upon by lazy boys and stupid girls to help them with their "compositions," until the teacher, detecting my style, would run her blue pencil across the most eloquent paragraphs, simply marking them "Gyp," and proceed to grade the papers according to their real merits. One time I especially remember I wrote the whole thing for one of the boys who declared he "just couldn't," and it was handed back to him marked "All Gyp." Gyp was a nickname which I haven't gotten rid of yet.

Marked for Fame

It was on one of these "literary" days when the great public was invited to visit the high school that the die was cast and I was marked for fame by the one eye of a village editor who, unlike some village editors, was always browsing 'round for interesting material.

This man was the late John H. Beadle, an author and newspaper correspondent pretty well known to the newspaper fraternity thirty years ago. He was long a special correspondent for the Cincinnati Commercial, afterwards for the American Press Association, and he was also the author of several interesting books, among them "Life Among the Mormons," and he lost his eye in a riot in Salt Lake City — a sort of indignation meeting, as it were, over Mr. Beadle's exposes of Mormonism. Anyway, he had one eye left, and I felt the unusual brilliancy of this single orb fixed upon me with sudden concentration after I had read the first few sentences of my composition that day.

My compositions were not always approved by the minister and the village ladies who pattered over to the school building in their cloth gaiters, their black silk dresses and their lace mantillas to hear the literary exercises. The minister always cleared his throat and there was a rustling of silk as Mrs. Judge Bartholomew, who was a patron of the arts, searched for her smelling salts — but our teacher lived before her time and she used to enjoy the general consternation that ensued upon my reading my paper just as I had written it — and it was really very different from sweet Alice's composition on "Flowers," or pretentious outbursts on "Beyond the Alps Lies Italy." I always struck right out from the shoulder and said what I thought about things.

A Genius "Discovered"

Mr. Beadle, having knocked about the world as a newspaper correspondent for years, had decided to return to his native town and buy a newspaper — a country weekly — and run it independent of politics. It was to be such a good paper that everybody would take it and patronize it on its merits. If there is anybody in this audience who has tried this in a town of two thousand souls, and a county largely Republican, in the old days when Republican meant something, he has my permission to get out his handkerchief for a few reminiscent tears.

Mr. Beadle went over to our house at the close of the literary exercises and called upon my mother. He asked her if it had ever occurred to her that her daughter had literary talent.

My little mother was never by way of scenting genius in her children as some mothers are. She was more on the lookout for plain horse sense. She hoped we girls might soon be able to do something for a living, since father was dead and our income meager. But she was not sure that it was genteel for a girl to write for the papers as Mr. Beadle proposed I should do. I was to write for nothing, study shorthand and serve a general apprenticeship in country journalism.

Married an Editor

Mr. Beadle had another protege — a young man in whom he had detected "style" in writing — and who was then working as city editor on the munificent salary of four dollars a week. This young gentleman's name was Strauss.

I never did understand why they allowed us to get married. I was eighteen and he 22, but it was the old doctrine that if a boy and girl get married on nothing they would get along some way. And we did.

Mother didn't say much — she rather admired the boy, but I remember of my uncle, a quiet old farmer giving me some free advice.

I had told him that I was to be married — and he inquired bluntly what we expected to live on.

I explained that we meant to borrow the money to buy a half interest in the paper. "My husband is going to be an editor," I said proudly.

My uncle was chewing the proverbial straw of the ruminative farmer. He leaned back deliberately in the buckboard in which we were riding (I was teaching school and boarding at his house) and finally remarked sententiously:

"Don't you know that bein' an editor is the orneriest business in the world?"

I have never forgotten this — and there have been times when I believed it — but youth is courageous and so — as I said in the beginning — we were married.

I was nearly tickled to death because my husband's family was Republican. I had had such a dose of being a Democrat and belonging to a southern family with the stigma of treason upon me that I longed for a taste of that popularity that seemed to me to accrue naturally to Republicans. Imagine my dismay then, when in 1884, my husband came out a free trader and began being a Democrat himself!

This Took Nerve

Just at that time the Democratic paper had died the gentle and placid death of the third paper in a field for only two, so we came out boldly then as a Democratic paper in a county with two thousand Republican majority.

We were enjoying a boycott from both sides and the paper had to be set nearly solid in reading matter to fill the spaces left by withdrawn ads and legal notices.

There was one brilliant ray of hope in the clouded horizon — my editor was also a printer. If he hadn't been, my career in journalism would have been nipped in the bud. I say this was fortunate. But I do not know for sure. If he hadn't been a printer maybe he would have learned how to make money and we might have an automobile now and be able to carry ourselves with the swagger of the successful, but again, this is doubtful, for my editor was one of the sort of men I sometimes call injuriously honest. This mightn't have hurt him so much in some other business where he could have kept still about it but he just insisted on saying what he believed and in sticking to it, and there were such an awful lot of things which he believed!

When he used to come home tired and inky from a tussle with the old Washington handpress and say he did wish he had something to brighten up the paper a little I hadn't the heart to refuse to take the hint. It was just like the days in high school when perplexed schoolmates would push their scratch books over on my desk with a note begging, "Please put a little ginger in this for me — it's so easy for you and so hard for me!"

A Lost Art Now

I know it sounds senile to say it — but I can't help thinking that life was a little more piquant — a bit more interesting then than now. I was dreadfully busy with the two babies and all of my own housework and sewing and laundry work — it never occurred to me that these things were hardships, I just did them gladly — and grabbed such joys of reading and company and fun as I could get. It seems to me there was a lot of it. Our village was full of interesting people, and there was a way of living then that is a lost art now.

I used to put the sewing machine away or push back the ironing basket and hurriedly pen a batch of locals for my editor when the foreman was drunk or some other cataclysm had befallen. Soon people began doing as my high school teacher did — began detecting paragraphs which they pronounced "Gyp" — and then articles which were designated in the social conclave as "All Gyp."

These early journalistic efforts were not very popular at first. I remember one snowy day I was confronted by the stern demand to write something, and it seemed there was nothing spicy to write about. The children had the mumps, the woodpile was low and life seemed dragging its wheels terribly — but write I must — so I seized my stubby pencil and decided to write about the first thing that came into my head. I glanced out of the window and saw the court house steeple and proceeded to tell how it looked to me and what it made me think of. I am afraid I went into "fine writin'"— for the next week an exchange came out with this comment.

Effort Unappreciated

"The young editor of the Rockville Tribune is lately cultivating a style copied after Oscar Wilde's latest ode to the Cabbage. His dissertation on the court house steeple in last week's issue was slush. Cut it out, Ike."

I descended to terra firma after this, but there, too, I met with many difficulties — because I said things the citizens of the town took as personal. Really I am afraid they were, and though those whose withers were un-wrung were quite happy in letting the galled jade wince — their own time was sure to come sooner or later. So I always had several people mad at me at once for something I had said — some modern instance I'd sighted in my column of Squibs and Sayings which I have now kept going nearly thirty years without missing a single issue of the paper. You can't write thirty years about nothing without having a lot of people think you mean them.

In the Good Old Days

Let me pause here for a tribute to the old print shop days as I know that many of you remember them, from the touches of real genius on the editor's desk to the hell box in the corner of the composing room. Can't you smell the mingled odor of tobacco smoke, roller composition and sour paste that perfumed the atmosphere and hear the melodious profanity of the old-time foreman who is now actually out of print? Can't you hear old man Hargitt, the last of his race of classic tramp printers, quoting Shakespeare in deep gutturals from his bed of crumpled paper under the imposing stone where he had been stowed away to sober up, and see the genial crowd of talented, witty, ne'er do well habitues — students, lawyers, politicians, ready alike for a general discussion of theology or an impromptu game of cent ante?

I used to be able in some sort of fashion to run the paper in those days if the boys didn't get drunk and Doug Smith or Frank Howard or Bill Mason were in town. Bill was a good fight editor and Frank could write a poem and Doug was an all-around newspaper man who was writing an opera called "A Purse of Gold," which I verily believe would have been a "go" if Doug hadn't taken a hemorrhage and died one evening.

I got to thinking I was pretty smart along about that time, sort of independent of the strong arm of man, as it were.

But one day when I had left mother with the children and gone down to hold things level while the editor was out of town, I encountered what was called in our office a general "soup." Somebody had brought the expression "in the soup" to town and it stuck to us as a proper description of a time when everything goes wrong. At home I always call them devil days.

Couldn't Make the Press Go

This was a hot suicidal day when life in a country newspaper office is at its lowest ebb. Business was dull, the dust lay thick over everything — news was more than scarce. It seemed that nobody had Sundayed any place, no Aunt Nancy or Uncle Billy had broken a hip, nobody's barn had burned as it hadn't rained for six weeks and lightning bolts were scarce. All my faithful henchmen but Doug had deserted me and he declared that it was so dull that a new mule in town would be a society event. The boys began rushing the growler at an early hour. There was a saloon just opposite — and by and by it dawned upon me that things were going very badly and that unless the foreman sobered up th paper would not get out. Things dragged along, until in the afternoon a deadly silence fell in the basement and I realized that the wheels were not going round. This was after we had graduated from the Washington handpress, and had a press run by a petroleum engine, which had a fiendish habit of getting into such a snarl on press days that it took the combined mechanical genius of the town to straighten out. I went below to receive the doleful assurance from the perspiring and groggy force that she was "all balled up" again. Here I was helpless. I knew how to keep the boys in copy and had some idea as to what was news and what wasn't — I even ventured occasionally on an editorial. I could get on our scrubby pony and ride out to round up a load of stove wood promised by some dilatory subscriber and I could write an obituary almost complimentary enough to please the family of the departed — but I couldn't make the press go! Neither could Doug — who sat with me in deep despondency upstairs stating his willingness to lick the foreman for getting full if that would do any good.

Music to Her Ears

Suddenly in the midst of my despair a sound broke upon my startled ears from below. It was the sound of rhythmic mellifluous swearing and almost simultaneously the press started. The editor had come home and entered a side door into the press room in the basement. I am a religious woman and hope to read my title clear to mansions in the skies — but I never before or since have heard anything sound quite so good as this cursing — and if I could have a record of my favorite eloquence to which to listen in coming years as the Scotch terrier in the famous ad listens to his master's voice — I'd choose to hear this glorious swearing and the sound of renewed activity that followed.

I am a suffragist in a mild form, but whenever I get too sure of my ability to grapple with affairs, I remember this occurence and man's superior qualifications along certain lines. I remember the great joy that welled up in my soul because the boss had got back and brought the promethean fire to restore life and action to inanimate things.

Alas for the days when people worked for us because they loved us — when our hired girls would whip any tow-headed youngster who made faces at our youngsters and the foreman in the shop shared alike our prosperity and our most animated bust! When there was always a lot of promising lads around who were anxious to become devils for a chance of working up — the printer's devil belonged to the old regime when the printshop was an educational center and some flavor of the spirit of Ben Franklin still haunted its Rembrandt interior.

The evil days fall upon us by and by in which there was nobody to sit at the old cases and race with each other in the ems of type — and the last one of the old true foremen was finally lured to the city at a wage we couldn't possibly pay. I don't like to think of those days — for though times had changed and politics shifted until there was county printing and legal and job work and advertising, it looked as if we were going to have to shut up shop for lack of men to work. I hated to see the editor at the case far into the night in desperation trying to tide over till some promised help would come, perhaps only to turn out drunken and worthless when they arrived. The author of John Barleycorn, the wonderful story lately printed in the Saturday Evening Post, should have known the history of the printshop to give John Barleycorn his due!

The Deadly Third Paper

We worried along somehow through these sad years of transition, fighting the deadly third newspaper which is the dog in the manger of country journalism. In a rural community with a small county seat there is a good living for two country papers but a third one insists upon coming in, leading a precarious life and sapping the profits from those already established. This paper encourages the sorehead and the boycotter, complicates the political situation and generally harasses the business of both other journals.

But as I say we worried along until the linotype solved our difficulties and we were finally reconciled to the mechanical age as we see it now. One man sits at the keyboard now where three or four used to work at the cases and there is a great silence in the old composing room where once were sallies of wit and the comraderie of the old hand industries. We have a dry town now with a lot of retired farmers sitting like Cheshire cats on their front porches and good order prevails generally. We are duly thankful to be able to carry on business and I suppose we are righteously glad that everybody is sober — though sometimes I have a fancy that if I could just see the old gang again with Doug's black eyes flashing their appreciation of some exquisite bit of shop jargon and Revie, the foreman who would have had his tongue cut out rather than speak one word of complaint or disloyalty, no matter how hard up the office was, ducking along under the locust trees in front of the old tavern with a foaming pitcher of beer. Well —

Kept Pegging Away

Meanwhile during all the vicissitudes of being wedded to journalism I had kept fooling with literature in desultory fashion — very desultory indeed, since I was terribly interested in a lot of other things. I was very unlike the popular ideal of of the bluestocking. I dearly loved to keep house, I was slavishly devoted to my children and if there was any fun of any kind going I couldn't afford to miss it. So, literature just had to suffer — and it did. I used to just open my mouth and pull the string and the poetry would come out by the yard — and it wasn't such bad stuff either — but I have forgotten how to do it now — I think it went with the old no-account picturesque days and ways when we were younger — poorer, happier — and maybe not so good.

She Had An Idea

By and by one day I thought of something. I'd been pegging away at stories and had gotten a few of them printed and had written a short novel — a newspaper story by the way and had it carted around all over the country till the bill for portage was alarming — I have the manuscript yet and I still think it is good though editors by the dozens have thought differently. I had tried deep dissertations on various things and epigrammatic skits full of smart sayings — but this thing I thought of was to write, just as sincerely and simply as I could about the day's work, and the hour's play in a rather quiet rural community. I did this and signed it — "The Country Contributor," and I have been doing it ever since.

I was amused at something I saw in a magazine of journalism lately. Some feature writer humorously said, "When you have found your feature your feature has got you — and you'd just as well give up trying to do anything else — your feature won't let you."

I received a letter one day from Mr. Charles R. Williams of the Indianapolis News complimenting an article I had written on April in the country and saying he thought it one of the most beautiful examples of the personal essay he had ever seen.

My heart stood still for about three seconds I was so scared at the idea of having accidentally written an essay that Charles R. Williams liked!

Bok Impressed

Later when Mr. Edward Bok, the great and clever editor of the foremost woman's journal in the world liked my little talk on the subject, "How Mother Gets Her Halo," I was both scared and glad in the full knowledge that when you get right down close to the ground and tell simply and truly what you know and feel you are touching the major chords in harmony with the great "All's well" of the universe.

I know a girl who wanted to write. She did a little work in a country office (that great cradle of writers!) and was taken on in a city office to see what she could do at feature writing. She was to look out for little stories of the streets and for anything that pus sap into the too often stale pages of cut and dried journalism. One slushy winter morning as she was about to take her car down town a gentleman, who was also about to board the car, said to her: "You cannot get to the car without wetting your feet. If you will allow me I will carry you across. He did so, and five minutes later, as she stood on another corner looking in dismay at the still slushier street she must cross, a laboring man with his dinner pail said: "Miss, you can't get across here. I'll carry you if you'll let me."

"Oh," I gasped when she told me this. "What a grand fine story you had when you got to the office!"

She looked at me perplexedly. "Oh, I couldn't use that," she said, "it was so personal!"

Carried across the street twice inside of ten minutes in a world where chivalry is dead, and not able or willing to make a column of it!

Must Have Courage

If you would write the things that touch the heart and rest the brain, bring the relaxation of laughter or of tears to the reader who is tired of political contentions and market reports, and statistics and great arguments of great questions, you must not be afraid of what people who know you may say about you. Some day, after the folks at home have called you a fool and an egotist, and maybe a liar to boot; have accused you of being vain and of making yourself your own heroine, and of shamelessly laying bare family secrets and showing your skeleton closets indecently, somebody from away off will tell one of your fellow citizens that he and his neighbors sit up nights reading your stuff, and somebody else will ask the biggest man in town if he doesn't live in the town where you do, and some woman will go visiting and be the guest of honor at a literary club because she has a speaking acquaintance with you — and pretty soon they will all wake up and say they knew it all the time, and you can't go down the street without being held up by somebody who discovered you way back in the early days when you used to butt into print under the palpable disfavor of the village folk who invariably "frown upon effort and fawn upon success."

I do hope nobody expected from me any technical discussion of the woman in journalism or the woman any place else for that matter. I think it was our Hoosier poet, James Whitcomb Riley, who said: "Tell about it just as it wuz — it don't need no excuse."

And so I have, and this is "A woman's experience in journalism."

(Addresses to be concluded in August issue)

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

QUICK SERVICE FOR CALIFORNIA STATE PRINTER

In these days of rush and hustle there are frequent examples of wonderful enterprise. The "impossible" is acomplished with such surprising dispatch as to almost challenge belief. The particulars of one of the most recent illustrations of exceeding the "speed limit" in the printing industry are narrated in the June, 1913, number of the Linotype Bulletin, as follows:

On the morning of April 17 the work of the California legislature was delayed by the inability of the State Printer to handle the immense amount of printing forced upon him by the unusual number of bills presented for consideration. At 10 o'clock a. m. the State Printer presented the situation to the legislature and received immediate authority to add four more Linotypes to his equipment, provided they could be installed at once, and the following bill was immediately introduced:

AN ACT

Senate Bill No. 1761

Making an Appropriation to Pay for Linotype Machines and Equipment for the State Printing Office.

The People of the State of California do enact as follows:

Section 1. The sum of fourteen thousand three hundred thirty-nine dollars, or as much thereof as may be necessary, is hereby appropriated out of the money in the state treasury not otherwise appropriated, to pay for Linotype machines and equipment to be purchased by the superintendent of state printing for the state printing office.

Section 2. This act, inasmuch as it provides for an appropriation for the usual current expenses of the state, shall, under the provisions of Section 1 of Article IV, of the constitution, take effect immediately.

At 12 o'clock an order was telephoned to our San Francisco Agency for four Linotypes, including a Quick Change Model 8 three magazine machine, together with a large list of extra magazines, matrices, and special mold liners, and five tons of Linotype Metal. The order was shipped complete via steamer at 4 o'clock the same afternoon.

The agency machinists were scattered about the state, but Manager Van Schaick succeeded in getting four men into Sacramento by the following morning. The machines were received at the State Printing Office at noon the next day (the 18th) and two of them were turned over to the operators by 6 o'clock that evening, a third one at 10 o'clock, and the fourth the next morning.

The State Printing Office now has fourteen Linotypes in operation day and night.

Preferred risks in the insurance business are the least expensive to the insuring companies. In the printing business Barnhart's faces are often preferred by printers and may be said to be the least expensive. A handsomely printed book of nearly 200 pages displaying Barnhart type faces in every imaginable form has just been issued, a copy of which should be found in every printing and publishing office in this broad land.

With a copy of "Preferred Type Faces" in the shop, a printer has an insurance policy against the hazard of old-fogyism and down-in-the-rutishness. The type founders realize that well planned suggestions often inspire orders and stimulate trade. Most printers, who are good salesmen, likewise have come to a well-grounded conviction that their own clientele may be "egged on" by taking advantage of this established rule in practical psychology. The printer who fails in submitting new ideas to his customers, urging the possibilities of modern type, ornaments and borders will find himself in the lurch.

The Patterson-Gibbs Company, who are now advertisers in the National Printer-Journalist, have made a specialty of furnishing electrotypes of especially drawn designs for particular purposes and they give a special discount to printers and publishers.

By the intelligent use of their Cut Book Number 5, with its numerous illustrations in colors, any printer can stimulate sales of circulars, catalogues, programs, etc., that would otherwise not have been made or, if made, would have been much less resultful. The printer who suggests the use of new innovations to his customers which result in securing more business than the usual dry, matter-of-fact sort of stuff can possibly bring, will build up a business on a rock of faith which all the storms of fierce price-cutting competition will not affect.

The Patterson-Gibbs New Book of Cuts will freshen up anyone's Muse. Many of the illustrations, with their significant captions and wealth of connotation, inspire rushes of thought that sweep through the brain until every interstice is filled. If you want to set one of your most stolid and indifferent customers aquiver with enthusiasm, put a Patterson-Gibbs Cut Book in his hands.

The Mergenthaler Linotype Company has recently issued a descriptive, grey paper-bound book that painstakingly sets forth the merits of the machine which most printers and publishers expect to buy, eventually.

The engravings are wonderful specimens of the illustrative art and quickly convey, with clinching emphasis, the truths contained in the text. Printing of this kind is a joy to behold.

PONY SPECIMEN BOOK OF MONOTYPE FACES

In book making, India paper and very thin grades of ordinary super or machine finish stock are enabling printers and publishers to get into a very small compass reference works and catalogues which under former conditions would be very bulky and unwieldly. In line with this idea of condensing within the smallest possible space the greatest amount of information, we have just issued our Pony Specimen Book of Monotype faces, which is less than half an inch thick and contains specimens of 1,016 faces and over 500 fonts of figures. The same type matter which we have used in printing our loose leaf book has been used in this publication. On account of its permanent binding this book could not possibly be kept in an up-to-date form, as we have completed over fifteen faces since this book came from the press. A copy of the Pony Specimen Book will be sent to printers, publishers or advertisers interested in Monotype work.

The Swink Printing Press Company have issued a beautifully printed catalogue. The work was done by the Delphos Printing and Publishing Company of Delphos, Ohio. The text and rules are run in a grey tone and the illustrations and heads in black. The half tones are especially well made and print up perfectly. The analysis of the machine's capabilities is exhaustive and an examination of the catalogue must prove satisfactory to anyone interested in two roller, two revolution presses.

No truer observation than this has been made in regard to printing office economies: "The right equipment in the composing room means a higher efficiency, thereby giving increased production throughout the entire plant." The sentence is taken from a recent folder sent out by the Keystone Type Foundry, which recently equipped the "Cleveland Press" with fifty-odd pieces of composing room furniture.

The Linograph Company, of Davenport, Iowa, advertises their slug-casting machine in this number of the National Printer-Journalist. A descriptive booklet, or catalogue, concerning the machine, printed by the Democrat Printing Company, is a beautiful specimen of printing and the illustrations convey an intelligent idea of the merits of the mechanism. The manufacturers claim the following special advantages for the Linograph:

1. Simplicity in construction.

2. Low cost of maintenance. Very few parts are subject to wear and disorder, assuring few repairs and replacements.

3. Arrangement of mechanism convenient for the operator, saving time in making changes and adjustments, and eliminating to a large extent interruptions and annoyances.

4. Delivery of composition at less cost than has heretofore been possible.

The Mergenthaler Linotype Company has recently issued a colored poster illustrating their Quick Change Model 8. The job is well done and gives a correct idea of how the machine looks when set up ready for use. The reproduction is in four colors and is worth framing.

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Riessner's Combination Gold Printing Ink
for all kinds of paper. A pound sent, express paid, on approval. Send on your paper and I will print Gold Ink on it to show you.
Specimens and prices on request
T. RIESSNER **63 Gold Street. New York**
AGENTS WANTED. A Good Side Line for Salesman.

ENGRAVED Cards & Wedding Invitations
OUR PRICE LIST SHOWS 92 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.
AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

Steel Ad Frame K-258

A Practical Printerman Says
"I am delighted and satisfied with **Keystone Steel Equipment.** It makes our plant the leading one in the South, and I believe that it will pay for itself in a few years. The workmen all take more pride in their work and we get a much better output with less men than we did with our old equipment. This is not guess work for we maintain a cost system."
IT WILL INCREASE THE EFFICIENCY IN ANY PRINTING PLANT

Philadelphia
New York
Chicago
Keystone Type Foundry
Detroit
Atlanta
San Francisco

Steel Ad Frame K-258

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE—Lever paper cutter, "Leader." In condition for immediate use. A bargain for some one. Address, Sohm Electric Co., Ravenswood, Chicago.

SPECIAL BARGAINS in Duplex, Goss Clipper, Hoe Flatbed Perfecting, two-revolution presses for newspaper plants; 8-page Scott web for $900; 24-page list. Write for List A, Peckham Machinery Co., 1 Madison Avenue, New York City, newspaper outfitters.

WANTED, TO BUY — COUNTRY NEWSPAPER plant, without power press. Reasonable. Address Taylor, 631 Dewey Place, Chicago.

OLD TYPE WANTED—Cash or exchange. Empire Type Foundry. (Not in the Trust), Buffalo, N. Y.

MONOTYPE WANTED—Second-hand. C. L. Darte, 306 Lexington avenue, Buffalo, N. Y.

FOR SALE — A two-revolution Hoe Press, ideal for printing newspaper and job work, 1,800 per hour. Will print 4 pages seven quarto. Is now doing highest grade job work. Can be seen running. For sale on easy terms to suit purchaser. The Republican Publishing Company, Hamilton, Ohio.

EXPERIENCED PRINTING HOUSE MANAGER, now printing expert for a western state, wants position to manage tiptop weekly or small daily newspaper and job business. Familiar with editorial, advertising, stationery and accounting. Absolutely reliable; gilt-edge references. Address Printer-Journalist.

Bargains in Printing Presses
FOR SALE

FOR SALE—Three-deck press, prints 4-6-8-10-12-14-16-18-20-24 pages. Overhauled and rebuilt. Will sell at very low price. THE GOSS PRINTING PRESS CO., CHICAGO ILL

FOR SALE—Four-deck press, prints 4-6-8-10-12-14-16-20-24-28-32 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One Flat Bed Perfecting Press, prints 4-6-8 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One Goss Clipper Press, with full stereotype equipment, printing from four to eight page papers, seven to eight columns, at an average speed of eight thousand per hour. This press is in first-class condition, and for quick sale will make a bargain price; terms satisfactory to purchaser. Glens Falls Publishing Co. C. V. Furness, General Manager.

Geo. W. Swift, Jr., Bordentown, N. J.

Designer and Manufacturer of
Special Machinery for Printing and Producing Paper Products.

What do you need to increase your production and reduce your cost? **WE CAN MAKE IT.**

STEEL DIE EMBOSSING

Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.

AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

Printer's Account Book

A TIME AND MONEY SAVER

200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5
The book measures 11¾ by 15¾ inches

NATIONAL PRINTER-JOURNALIST : CHICAGO, ILL.

Inkoleum is a pure colorless liquid and does not affect working properties of inks like paste compounds introducing foreign matter, wax, tallow, etc., which lessens strength of color. **Inkoleum** spreads pigment evenly and gives best results. Try it and note the difference.

Ink Reducer and Dryer

INKOLEUM

THE OLDEST AND STILL THE BEST

PRICE 50 CENTS. NO SAMPLES

Use Ink of heavy body and reduce with **Inkoleum** as paper requires. Thin inks are reduced with varnish and color weakened. **Inkoleum** will start your presses cold mornings without washup. The only reducer **sold by supply houses** everywhere. That tells the story.

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz with extra tongues.

Megill's Automatic Register Gauge

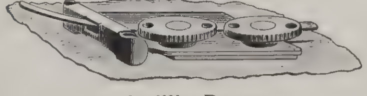
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency Method of attaching does not interfere with raising tympan

Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York

From us or your dealer. *Free Booklets.*

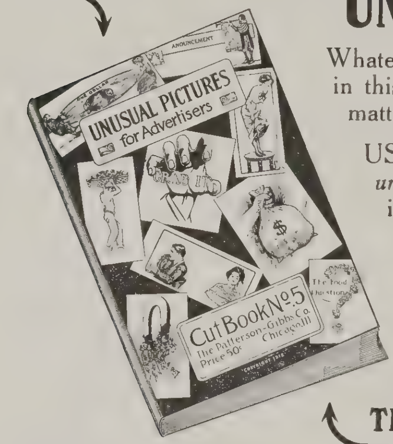
VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues.

Printed Matter Made Attractive with "P.-G.-Cuts"

The above illustration shows a few of the many successful ways the PATTERSON-GIBBS CUTS have been used. Proofs of these cuts to the number of over four hundred, are shown in our new Cut Book entitled:


ANNOUNCEMENT
UNUSUAL PICTURES for Advertisers
Cut Book No. 5
The Patterson-Gibbs Co. Chicago Ill.
Price 50c

"UNUSUAL PICTURES No. 5"

Whatever kind of an ad you wish to illustrate, you will find in this book, just the right idea to brighten up the printed matter, and strengthen the argument.

USE CUTS—*Printed matter is not half as effective unless you do!* PATTERSON-GIBBS CUTS will inject 'snap and ginger' into any test they accompany. The cuts are shown brilliantly in one and two colors—the key plate of the two color cuts being adapted, of course, for one color printing.

Any order for cuts sent quickly by return mail

PRICE OF BOOK 50c.

Refunded on first order of cuts amounting to $1.50 or more.

EDITION No. 5 is limited, and will not be reprinted.

SPECIAL DISCOUNTS TO TRADE

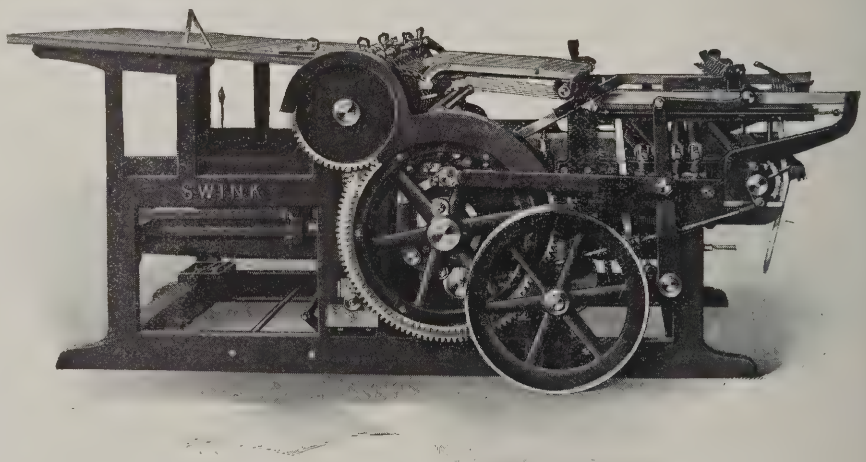
THE PATTERSON-GIBBS CO., 432 PLYMOUTH CT. CHICAGO

The secret of success of

The SWINK Two Revolution Press

Is its unparalleled bed motion.

¶ In our bed drive there is no jar, no noise and no lost motion.



¶ It is the simplest and most reliable of any and at no time is complete control of the bed lost. This is a feature that is not obtainable in any other cylinder press built. Send for our illustrated catalogue which describes fully wherein the advantages of operating one exists—and tells you why the SWINK is the most durable, efficient and economical press that you can buy.

The Swink Printing Press Company Factory and General Office DELPHOS, OHIO

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN N. J.
Progress Typewriter Supply Co., Ltd., London, England, European Agents

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THE THINGS WE DO

DRAWINGS of any description, and for every purpose, in PEN AND INK OR WASH, for LETTERHEADS, CATALOGS, COVERS, MAGAZINES OR 'AD'. DESIGNS.

MECHANICAL DRAWINGS FROM BLUE PRINTS OR PENCIL SKETCHES.
BIRDS-EYE VIEWS.
RETOUCHING PHOTOGRAPHS.

HALF-TONES, ZINC ETCHINGS, COLOR WORK OF EVERY DESCRIPTION, IN TWO, THREE OR MORE COLORS, WOOD ENGRAVING, WAX ENGRAVING, ELECTROTYPING, STEELOTYPING, NICKELTYPING, STEREOTYPING, COMMERCIAL PHOTOGRAPHING.

JUERGENS BROS. CO.
167 ADAMS STREET, CHICAGO.

Want to Make Money?

Then use money making equipment—equipment that eliminates waste at every turn—that cuts out all unnecessary labor—that not only makes it possible, but *easy* to turn out more and better work—equipment that reduces your costs to the lowest possible point and that extracts *all* the profit—the very last penny—out of your work. The best and surest way to do this is to

Use

Rouse Time Savers

for Printers

Lead and Rule Cutters
Line-Slug Cutter
Universal Blocks
Register Quoins
Graduated Galleys
Newspaper Bases
Lund Extension Delivery
Mitering Machine
Rouse Job Sticks
Register Hooks
Iron Bases
Form Trucks
Composing Rules
Telescopic Line Gauge

Each the Best of Its Kind

H. B. Rouse & Company
Chicago, U. S. A.

Unique Steel Blocks

must be good or they would not be so extensively used in the best printshops.

The reason is that they are

High in Quality, Low in Price.

Send for our catalog and price list.

Unique Steel Block Co.

Kent Avenue and Keap Street,
BROOKLYN, N. Y.

Schick's ALL STEEL and Davenport Paper Balers

REDUCE YOUR FIRE RISK

and at the same time convert your waste paper, rags, straw, excelsior, etc., into dollars.

Complete line of Steel and Wooden Balers $24.00 and up in price.

Your choice of steel or wood, both built for maximum power.

Convenient to fill, require least floor space.

Are absolute fire protection reducing your insurance.

Most rapid—only three turns of handle to make compression.

Either press will pay for itself in a short time.

Cheaper, considering quality and efficiency

Write for prices, discounts, etc., shown in Catalogue T.

Davenport Manufacturing Co., DAVENPORT, IOWA

Inch Made, or Point Made—Which?

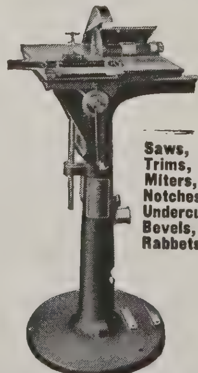
Every halftone, every electrotype, every stereotype and every zinc in your plant reduced to Point measurement. Every cut planed type-high. Every plate put in perfect register. Every piece of material standardized to the accuracy of type.

That's the Miller

The Only Accurate Type-High Planer for the Printer.
Will plane ordinary sized cuts five per minute.

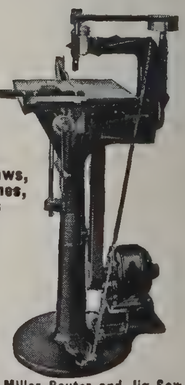
EASY TO OPERATE. EASY TO BUY. EASY TO PAY FOR.

Order Through Your Dealer. **Miller Saw-Trimmer Co.,** POINT BLDG., PITTSBURGH, Pa.



Miller Universal Saw-Trimmer

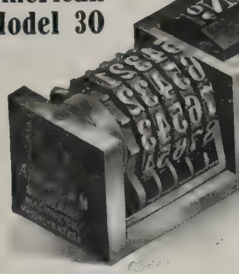
Saws,
Trims,
Miters,
Notches,
Undercuts,
Bevels,
Rabbets,



Miller Router and Jig Saw

Routs,
Drills,
Jig-Saws,
Broaches,
Planes
Type-High

American
Model 30



№ 12345
Impression of Figures

BEST MACHINE
LOWEST PRICE

A perfect mechanism of the very highest grade possible. Steel throughout. Every machine tested in a printing press and guaranteed accurate.

Price, 5 wheels 5.00 Price, 6 wheels 6.00

For sale by dealers everywhere

American Numbering Machine Co.

224 & 226 Shepherd Avenue, Brooklyn, New York
123 West Madison Street, Chicago, Ill.
2 Cooper Street, Manchester, England

SERVICE

Stands first in pleasing your patrons in typesetting for the trade. To be thoroughly consistent this must be backed by personality conversant with all the technicalities of both hand and machine composition, the culmination of which is highest

QUALITY

These are the results obtained in book, job and catalogue composition when placed in our hands. Your correspondence is earnestly solicited in regard to the production of booklet, catalogue or publication, with the assurance of highest class workmanship.

Monotype "M & L Linotype
Typesetting Co.

Telephone Lakeview 2515
4015 E. Ravenswood Park, Chicago

TAKE NO CHANCES

Use the unmistakably dependable "Cutters that cut", the kind Royle makes.

Write for Booklet.

John Royle & Sons
Paterson, N. J.

Photo-Engravers' Machinery

DON'T DROP HUNKS OF METAL

Ingot Casting Apparatus, several styles.

—that is "any old" metal—into the pots of Linotype or Monotype machines. It PAYS to handle the metal properly—to cast and keep it ready in the shape of uniform Ingots. We make casters for this purpose, plain and water cooled, in several sizes.

Ask us about Blocks.

F. WESEL MFG. CO., Printers' and Platemakers' Equipment
70-80 Cranberry Street, - Brooklyn, N. Y.
New York, 10 Spruce St. Chicago, 431 So. Dearborn St.

A SNAP

If Taken at Once

A Job Office Equipment for Sale, Complete or in Part, at a Big Reduction from Original Price.

One Pony Campbell, Printed Page 19x24, steam fixtures, overhead counter shaft, etc., worth $600.............................$425

One 14½x22 Peerless, with fountain, steam fixtures, worth $350..............$210

One 10x15 Gordon, with fountain and steam fixtures, worth $200...............$150

One 32 inch Gem Hand Cutter, Split Gauge, worth $100.........................$ 80

Gasoline Engine, Shafting, Pulleys, Recent Type faces, Cabinets, Cases, Composing Stones, Etc.

ALL IN FINE CONDITION

If party buying wishes to operate shop in present location will give one year's rent free. Buyer under no obligations to stay. A great opportunity for a young man. Address

R. L. LEWIS, Batavia, Illinois

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Treas

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

NATIONAL PRINTER JOURNALIST

Chicago, Ill. AUGUST, 1913 Vol. 31, No. ~~7~~ 8

Million Dollar Central States Printers' Exposition and Third Ohio Printers' Federation and Cost Congress, Toledo, Sept. 1 to 6, 1913

Proceedings and Excursions National Editorial Association, Colorado, June 17-28

Mr. Printer—Read this list of speakers at the Central States Printers' Exposition and Third Ohio Printers' Federation Trade and Cost Congress

—then ask yourself if you can afford to miss the mental stimulus, the broader view, the greater insight into your problems that these master minds will give you.

GOV. J. M. COX
Columbus, Ohio
"Ohio in Press and Print"

HON. JOSEPHUS DANIELS
Washington, D. C.

A. M. GLOSSBRENNER
Indianapolis, Ind.
"Efficiency"

E. ST. ELMO LEWIS
Detroit, Mich.
"Salesmanship"

T. F. MacMANUS
Toledo, Ohio
"Advertising"

ALBERT W. FINLEY
Boston, Mass.
"Organization"

ELBERT HUBBARD
East Aurora, N. Y.

H. S. McCORMICK
New York City
"Office Equipment & Systematizing"

O. W. WROUGHTON
Kansas City, Mo.
"Credits"

C. LEE DOWNEY
Cincinnati, O.
"Accounting"

COL. E. T. MILLER
Columbus, O.
"Appraisals and Inventory"

W. B. HOLLIDAY
Cincinnati, O.
"The Long Price List"

BEN F. CORDAY
Cleveland, O.
"Costs—Plus Profit"

In addition—ask yourself if you can profitably forego the view of the most representatative assemblage of printers' machinery, equipment and supplies ever brought together under one roof.

Decide now to attend the Central States Million Dollar Printers' Exposition and Ohio Printers' Federation Trade and Cost Congress

Toledo, Ohio, Sept. 1, 2, 3, 4, 5, 6, (inc.) 1913

From the pretentious car advertising sign to the modest personal card:-Here you can get Cardboards and Bristols to exactly answer your requirements for any purpose.

We have given the same careful, analytical study to the perfection of our Cardboard and Bristol lines that we have to our other renowned lines of Book, Cover and Writing Paper, Envelopes, etc., hence you can send your orders to us, confident that you will get precisely what you want, not the "next best." The great range of uses for which this class of stock is made, necessitates carrying a large assortment in white and colored, plain, coated and pasted boards. Our line offers you the advantage of a complete scale of prices, covering qualities adaptable to the various purposes for which stock of this description is used. The most fastidious buyer can be thoroughly satisfied by any selection he may make, and this without having to stretch his imagination. It would save time, money and worry to get our samples and prices when in the market and entrust your orders to us.

Distributors of "BUTLER BRANDS"

STANDARD PAPER CO., Milwaukee, Wis.
INTERSTATE PAPER CO., Kansas City, Mo.
SOUTHWESTERN PAPER CO., Dallas, Tex.
SOUTHWESTERN PAPER CO., Houston, Tex.
PACIFIC COAST PAPER CO., San Francisco, Cal.
MISSISSIPPI VALLEY PAPER CO., St. Louis, Mo.
SIERRA PAPER CO., Los Angeles, Cal.
OAKLAND PAPER CO., Oakland, Cal.
COMMERCIAL PAPER CO., New York City
CENTRAL MICHIGAN PAPER CO., Grand Rapids, Mich.
MUTUAL PAPER CO., Seattle, Wash.
AMERICAN TYPE FOUNDERS CO., Spokane, Wash.
AMERICAN TYPE FOUNDERS CO., Vancouver, B. C.
NATIONAL PAPER & TYPE CO. (export only New York City
NATIONAL PAPER & TYPE CO., City of Mexico, Mex.
NATIONAL PAPER & TYPE CO., City of Monterey, Mex.
NATIONAL PAPER & TYPE CO., Havana, Cuba

J.W. Butler Paper Company
Chicago.

BUTLER·BRANDS PAPER THE BEST

ESTABLISHED 1844

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers. Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN N. J.
Progress Typewriter Supply Co., Ltd., London, England, European Agents

FRED'K H. LEVEY CO.
NEW YORK
MANUFACTURERS OF
HIGH GRADE
PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

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SAN FRANCISCO, 653 Battery St.
CHICAGO, 505-7-9 S. LaSalle St.
SEATTLE, 411 Occidental Ave.

Want to Make Money?

Then use money making equipment—equipment that eliminates waste at every turn—that cuts out all unnecessary labor—that not only makes it possible, but *easy* to turn out more and better work—equipment that reduces your costs to the lowest possible point and that extracts *all* the profit—the very last penny—out of your work. The best and surest way to do this is to

Use

Rouse Time Savers

for Printers

Lead and Rule Cutters
Line-Slug Cutter
Universal Blocks
Register Quoins
Graduated Galleys
Newspaper Bases
Lund Extension Delivery
Mitering Machine
Rouse Job Sticks
Register Hooks
Iron Bases
Form Trucks
Composing Rules
Telescopic Line Gauge

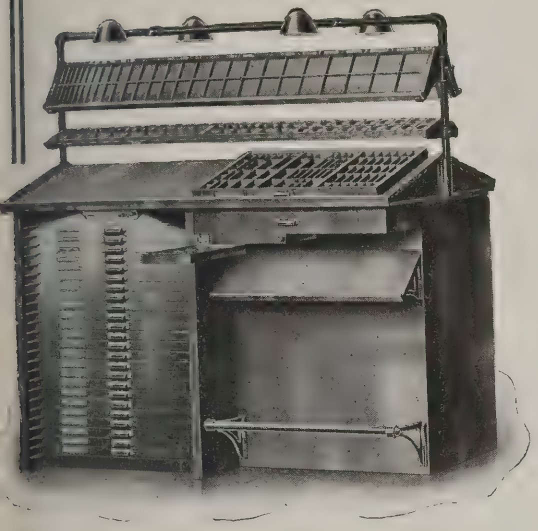
Each the Best of Its Kind

H. B. Rouse & Company
Chicago, U. S. A.

HAMILTON COMPOSING-ROOM FURNITURE

IN ALL STEEL OR WOOD CONSTRUCTION

SPACE-SAVING FEATURES
LABOR-SAVING QUALITIES



Ad-man's Steel Cabinet No. 551

There are 24 deep cases on each side of Cabinet, or 48 in all — each case deep enough to hold a 25-pound font of type. The overhead bank is divided for leads **and slugs from 4 to 28 picas on both sides. The rack** below bank is in a convenient place for compositor and contains justifying materials. There are two copy drawers in Cabinet—one on each side; also dump. Electric Lights, Foot Rails and swinging trays (under copy drawer) for Quarter Cases containing brass rule.

Ground to the bone, these spell efficiency in composing-room furniture.

There is no school like that of experience. In the process of evolution it eliminates the impractical and the wasteful, working toward the perfect piece of printing-office equipment.

For thirty years the Hamilton Company's products have stood for all that was best in printing-office furniture. Fifty thousand master printers are using this equipment in their establishments. More than two hundred thousand journeymen printers are familiar with its working qualities. Every printing office in North America is equipped more or less with Hamilton Composing-room Furniture. It is found in more than twenty thousand foreign printing-offices, including upwards of twenty government establishments.

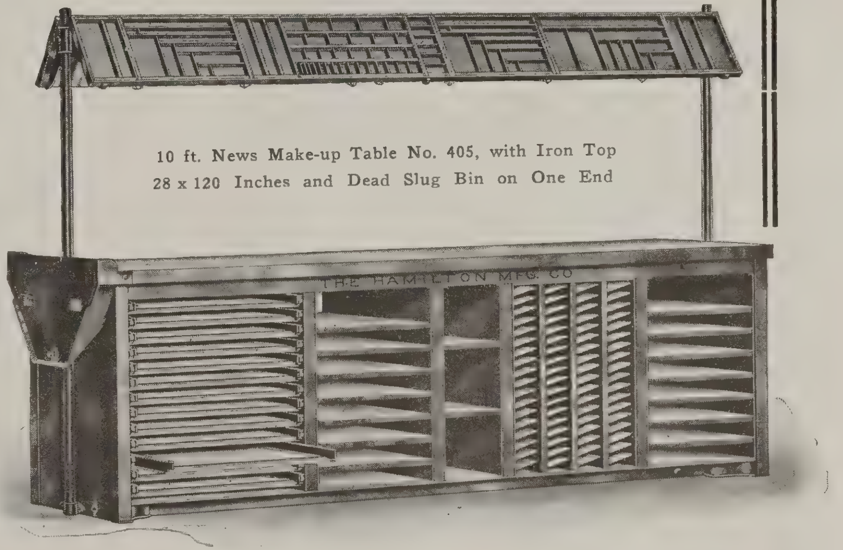
Each step toward the goal of theoretical perfection has found us with a determination to achieve a still greater measure of success.

We now announce a system of expansive, interchangeable, practical unit construction in newspaper and job office equipment with a choice of construction in pressed steel or in wood.

Such units are contained in frames of standard dimensions. The system will give the printer, at moderate cost, a choice of arrangement of materials and equipment in stock goods made in large quantities not heretofore to be had except at the excessive cost of furniture specially built to order.

It is our opinion that the development of this idea will represent the greatest advance in printing-office furniture since we began studying the problems of the printing-plant, more than thirty years ago.

Ask the supply man for information or write to us for information. It is possible to save fully 50% of the floor space and not less than 10 to 25% in labor in any office not modernly equipped.



10 ft. News Make-up Table No. 405, with Iron Top 28 x 120 Inches and Dead Slug Bin on One End

The Table contains the following Units in the order named, reading from left to right:

U-44. 13 letterboards on rollers, each board being sufficiently large to hold 8-column page in chase.
U-41. Flat Steel Shelves for Galleys.
U-39. Bins for Dead Galleys.
U-9. 4 tiers Single-column Galley Shelves.
U-41. Flat Steel Shelves for Galleys.

The overhead bank is also divided on our unit system.

Reading from left to right:

Unit B-1. Double and Single Column Matter.
Unit B-5. Cross Rules or Column Leads.
Unit B-4. Single-column Matter.
Unit B-3. Labor-saving Column Rule.
Unit B-6. Column Rules with tails.
Unit B-5. Cross Rules.
Unit B-2. Full, half and quarter length Column Rules with tails and 1 and 2 Column Matter.
Unit B-7. Single and Double Column Matter.

The reverse of overhead bank is divided into 6 large compartments.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. Eastern Office and Warehouse, RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

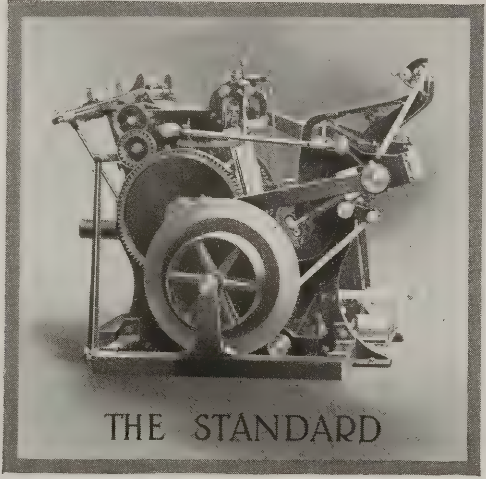
SEE THE STANDARD HIGH-SPEED

Automatic Job Press

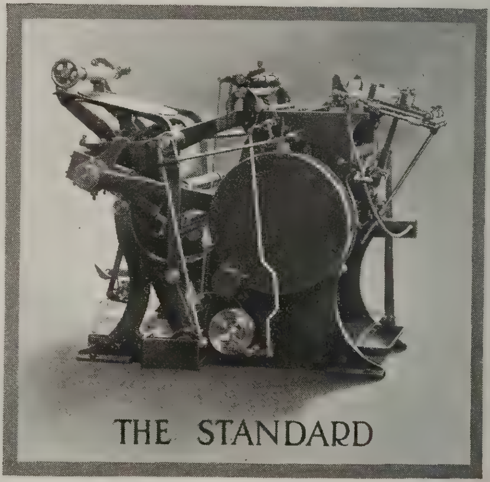
Print Two Separate Jobs at One Time at High Speed

at the Printers' Exposition in

Toledo, Ohio, Sept. 1 to 6



The price of the STANDARD is $1,750. (Double-Feeding Attachment, $150 extra.) The terms are $250 Cash, when press is erected, the balance being covered by monthly notes of $100 each, bearing interest at 6%. A discount of 5% is allowed on the entire purchase price if the balance is paid within thirty days after installation.



The STANDARD is the only Automatic Job Press in existence that can handle two different jobs at one time.

The STANDARD is the best—the only practical—Automatic Job Press on the market.

The STANDARD is the most profitable piece of printing machinery you can buy for general use.

Special private demonstrations of the STANDARD at the Exhibition may be arranged for if desired. Address

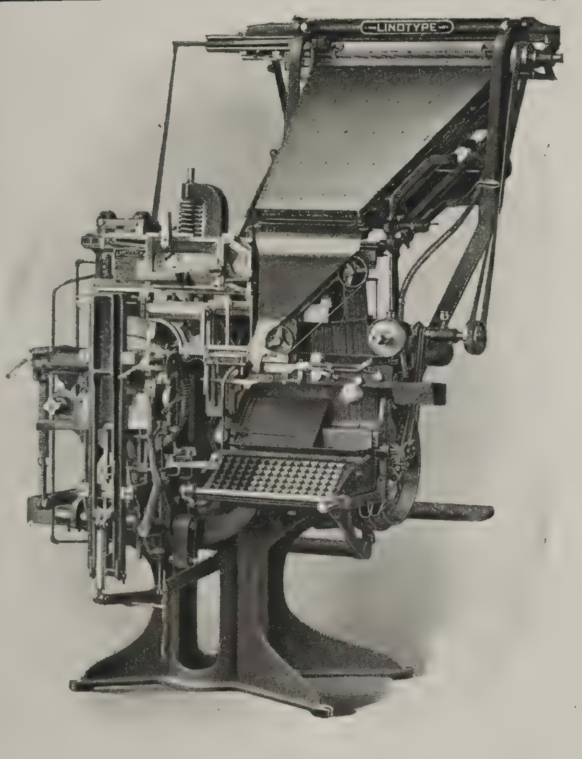
WOOD & NATHAN COMPANY

Sole Selling Agent NEW YORK CITY *1 Madison Avenue*

START NOW

To Reduce Expenses and Expand Your Business

Weekly Newspaper Publishers Have Found That a Linotype Means a Bigger and Better Paper, Larger Circulation, Increased Advertising, and More Job Work



MODEL K
Two-Letter Two-Magazine Linotype
$2,300

That's why so many are installing the

MODEL K

Two-Letter, Two-Magazine

LINOTYPE

IT EARNS MORE THAN ENOUGH TO PAY FOR ITSELF

You can buy a Linotype for a small initial outlay and easy deferred payments

WRITE FOR TERMS

The Multiple Linotype Way Is the Modern Way

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machines far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

MERGENTHALER LINOTYPE COMPANY
Tribune Building, New York

CHICAGO
1100 S. Wabash Ave.

SAN FRANCISCO
638-646 Sacramento St.

NEW ORLEANS
549 Baronne St.

TORONTO: Canadian Linotype, Limited, 35 Lombard St.

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK: Mergenthaler Setzmaschinen-Fabrik, G.m.b.H., Berlin, Germany

BUENOS AIRES: Hoffman & Stocker
RIO JANEIRO: Emile Lambert
PORTO ALEGRE: (Brazil): Edwards, Cooper & Co.
HAVANA: Francisco Arredondo
SANTIAGO (Chile): Enrique Davis

MELBOURNE, SIDNEY, WELLINGTON, MEXICO CITY, Parsons Trading Company
BOGOTA: (Colombia): Manuel M. Escobar
TOKIO: Teijiro Kurosawa

SOUTHERN EUROPE, AFRICA, AND THE FAR EAST: Linotype and Machinery, Limited, London, England.

SPEEDLIMIT BLACK INK
PERMITS OF
PRINTING – TURNING –
PRINTING AND BINDING
ALL THE SAME DAY
EQUALLY GOOD
FOR HALF TONE WORK
WHEN SPEED IS NOT REQUIRED.

THE
QUEEN CITY PRINTING INK CO
CINCINNATI

BOSTON
PHILADELPHIA
ROCHESTER

DETROIT
CHICAGO
ST. PAUL

MINNEAPOLIS
KANSAS CITY
DALLAS

PATENT NOTICE

LINOTYPE VS. INTERTYPE

We desire to announce that we have recently instituted an action in the United States District Court for the Southern District of New York, against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of United States Letters Patent to O. Mergenthaler, No. 614,229; to O. Mergenthaler, No. 614,230; and to J. R. Rogers, Reissue No. 13,489.

MERGENTHALER LINOTYPE COMPANY
Tribune Building,
New York.

Some Recent Monotype Sales

		This Order	*Previous Orders*
★WRIGHT & POTTER PTG. CO.	Boston, Mass.	2	12
★HARPER & BROTHERS	New York, N. Y.	2	4
★THOS. P. HENRY LINO. CO.	Detroit, Mich.	2	4
★CARGILL COMPANY	Grand Rapids, Mich.	2	..
★NEWS-LEADER	Richmond, Va.	1	11
CURTIS PUB. CO.	Philadelphia, Pa.	2	6
THOMSON PRINTING CO.	Philadelphia, Pa.	1	..
WESTCOTT & THOMSON	Philadelphia, Pa.	1	5
ISAAC H. BLANCHARD CO.	New York, N. Y.	1	2
ANDREW H. KELLOGG CO.	New York, N. Y.	3	3
NEW YORK MONO. COMP. CO.	New York, N. Y.	1	4
BOSTON NEWS BUREAU	Boston, Mass.	1	4
ASHLAND PRESS	Ashland, Ohio	1	1
BRANDOW PTG. CO.	Albany, N. Y.	2	5
EAST ST. LOUIS PUB. CO.	East St. Louis, Ill.	1	1
OUT WEST PTG. & STAT'Y CO.	Colorado Springs, Colo.	1	1
MONTCLAIR HERALD	Montclair, N. J.	1	2
BIRMINGHAM NEWS	Birmingham, Ala.	1	..
REPUBLIC BANK NOTE CO.	Pittsburg, Pa.	1	1
WYNKOOP-HALLENBECK-CRAWFORD CO.	Lansing, Mich.	4	4
C. E. CARLSTROM	Lorain, Ohio	1	1
RANDALL & CO.	St. Paul, Minn.	1	1
YOUNGER PRINTING CO.	St. Louis, Mo.	1	2
R. G. MCLEAN, LTD.	Toronto, Canada	1	3
WILLSON STAT'Y CO.	Winnipeg, Canada	1	1
E. C. MCCULLOUGH & CO.	Manila, P. I.	3	3
NASSAU GUARDIAN	Nassau, Bahamas	1	1
PHILADELPHIA RECORD	Philadelphia, Pa.	3	..
LYNCHBURG PTG. CO.	Lynchburg, Va.	1	..
FREE PRESS PTG. CO.	Burlington, Vt.	1	..
JOHN A. PHILLIPS	New York, N. Y.	1	..
G. SCHIRMER	New York, N. Y.	1	..
JOHN KIERNAN	Chelsea, Mass.	2	..
SENDKER PTG. WORKS, LTD.	New Orleans, La.	1	..
MOBILE REGISTER	Mobile, Ala.	1	..
LANE PRESS	Burlington, Vt.	1	..
ATLANTIS PRESS	Cambridge, Mass.	1	..
EMPIRE PUBLISHING CO.	Billings, Mont	1	..
EXLINE-REIMERS CO.	Fort Worth, Texas	1	..
MONITOR & STATESMAN CO.	Concord, N. H.	1	..
READING PRINTING CO.	Reading, Pa.	1	..
WOOD BROTHERS CO.	Dallas, Texas	1	..
AUSTIN DAILY TRIBUNE	Austin, Texas	1	..
R. S. PECK & CO.	Hartford, Conn.	1	..
EL MUNDO	Havana, Cuba	1	..
ENGLISH SHIPMENTS		24	..

★This order replaces another kind of composing machine

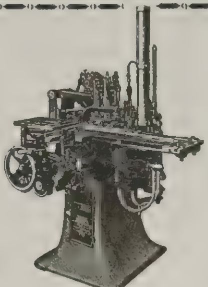
"Machines are Known by the Companies that Keep Them"

(Read Mr. Passano's article on Scientific Measurement, page 595, July "Inland Printer"; also Mr. Wisotzkey's article on Scientific Make-up in July "Monotype.")

18

Set in Monotype Series Nos. 158J and 36A and Monotype Borders Nos. 88 and 139

Type on the Galley
Plus
Type in the Cases



Means low cost of correction. Why pay a man and a machine to do something that can be done cheaper and quicker by the man alone?

The Monotype is the most flexible composing machine. It adapts itself to the job in hand—straight matter, tabular matter; no difference, no change, no special attachments—just go ahead.

Because corrections are made at the case, the machine is always producing copy. There are no delays, no irritating waits for machine changes, no presses standing idle for press corrections.

Type in the cases—the choice of more than 1050 fonts—is a by-product of the Monotype. No copy, no matter; make type. This means the Monotype returns to its owner more productive hours than any other composing machine he can buy. It means efficiency in the hand department, because type is the compositor's tools. In the Monotype office there is no lost time hunting for tools with which to work. The compositor keeps busy on the job for which he is paid—getting work *on* the stone. He does not waste time getting material *off* the stone.

You ought to have our new Specimen Book. It will cost you one cent for a postal card and one minute to say "Send It"

Lanston Monotype Machine Company
Philadelphia

New York,
World Building

Boston,
Wentworth Building

Chicago,
Rand-McNally Building

Pacific Coast,
588 Sixty-third St., Oakland, Cal.

Toronto,
Lumsden Building

Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey No. 55, Havana

19

Set in Monotype Series Nos. 158J and 36A and Monotype Borders Nos. 88 and 139

The House of Hansen

AN INDEPENDENT TYPE FOUNDRY ESTABLISHED 1872

ATTRACTIVE TYPE & ARTISTIC BRASS RULE

OUR PURITAN SERIES, in which this page is set, is made on standard line, in sizes from 8-Point to 48-Point, and will be found a most useful letter for the better classes of work. It harmonizes well with many of our special rules and borders, and many excellent effects can be produced with little effort. This page will suggest good uses of the products of THE HOUSE OF HANSEN

The PURITAN SERIES

8-Point	25A $1.05	52a $1.20	$2.25	Gray Tone Series, The Brass Rule of Finest Quality
10-Point	21A $1.25	42a $1.25	$2.50	CLUB-HOUSE AND GROUNDS
12-Point	18A $1.40	36a $1.35	$2.75	Two solid hours of mirth and melody
14-Point	13A $1.50	28a $1.50	$3.00	ORIGINAL IN DESIGN
18-Point	10A $1.75	20a $1.50	$3.25	Modern Printing Types
24-Point	6A $1.80	13a $1.80	$3.60	PRINT SHOP
30-Point	6A $2.40	12a $2.40	$4.80	Birds of Spring
36-Point	4A $2.60	8a $2.40	$5.00	MEDIUM
48-Point	3A $4.15	6a $3.35	$7.50	Standard

GRAY TONE BRASS RULES

MADE IN 2-FOOT LENGTHS		PER FOOT
801	1-Point	$0.08
764	2-Point	.15
765	3-Point	.22
766	4-Point	.30
802	5-Point	.38
767	6-Point	.45
768	8-Point	.60
769	10-Point	.75
770	12-Point	.90
771	18-Point	1.35
772	24-Point	1.80

Other sizes made on request

The H. C. HANSEN TYPE FOUNDRY

Originators and Designers of Superior Type and Brass Rules

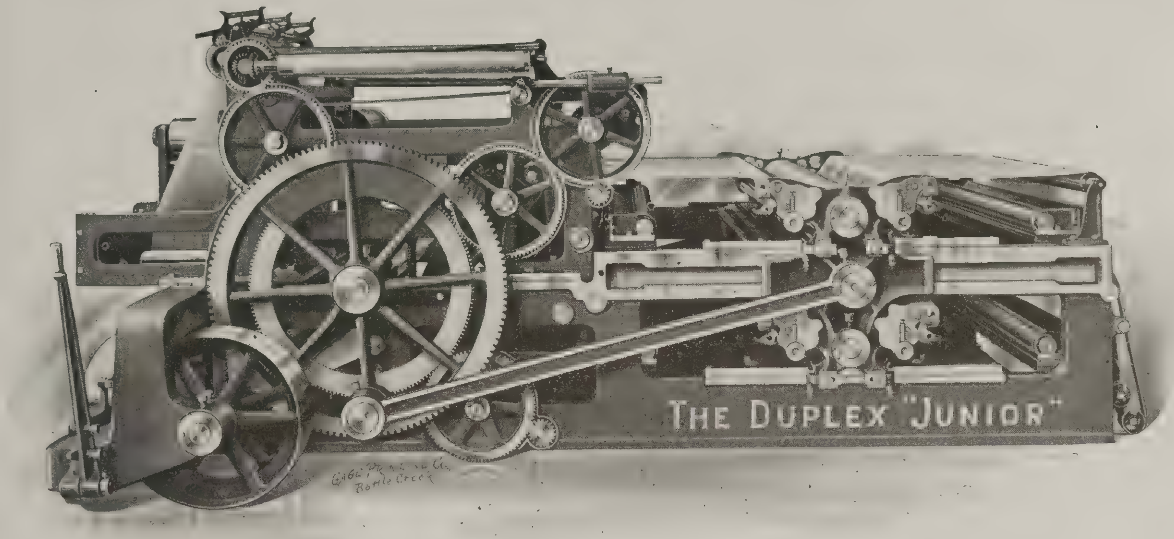
190-192 CONGRESS ST., BOSTON
535-537 PEARL ST., NEW YORK

In Stock and For Sale by { C. I. JOHNSON MANUFACTURING CO., St. Paul, Minn.
GRAND RAPIDS ELECTROTYPE CO., Grand Rapids Mich.

The Newest Newspaper Press

THE DUPLEX JUNIOR

We are now taking orders for the New DUPLEX JUNIOR FLATBED PERFECTING NEWSPAPER PRESS. Price $4,500.



SPEED : 5000 complete copies per hour. GUARANTEED.
PAGES : 2, 4, 6, or 8 with no mechanical adjustments in changing from one to another.
FOLD : Adjustable to either quarter or half page as desired. Folder is an integral part of the press.

THE DUPLEX JUNIOR may now be seen in practical operation in our Works. This machine is not a substitute for our regular 4, 6, and 8-page DUPLEX press which may safely be operated at a higher speed, but it is a machine which will produce **5000 papers per hour and the price is only $4,500.** Press and price are adapted to the large number of publishers of newspapers whose circulation does not require the speed of our higher priced Duplex but who wish a machine capable of printing **more than 2,500 or 3,000 per hour and which has the capacity to meet future demands.**

It should be appreciated that we are the pioneers in the development of flat-bed perfecting newspaper presses. We introduced them to the world when all previous attempts in this direction had been failures. We are more familiar with the requirements in this field than any others can possibly be and we are accordingly better equipped to build this line of machinery.

The DUPLEX QUALITY, now the standard throughout the world, will be maintained in the DUPLEX JUNIOR.

Write us for detailed information.

The Duplex Printing Press Company

BATTLE CREEK, MICH.
New York Office: World Building

General Agents for Canada: Miller & Richard

London:
Linotype & Machinery, Ltd., 188 Fleet St., E. C.

Paris:
Linotype & Machinery, Ltd., 10 Rue de Valois

Says Barnhart's Jake:

He came in last Thursday and the moment he was inside the door I felt a compelling presence that caused me to look up. There is a magnetic energy about some men that infects everyone who comes near them.

"Jake!" he cried, "Gee! but I'm glad to see you again. How's tricks in the Metropolis of the Middle West? How's the good old firm of Barnhart Bros. & Spindler? How're all the boys?"

Yes, he was the same Harvey—older, heavier, clad now in much fine raiment—but the same Harvey underneath that he was ten years ago when I sold him the order of type and supplies that he used in starting his shop. Did me good to see him just as it did the first time. He's a living example of the fact that brains and push and cleverness and a lot of good hard thinking and close analysis can't help but make a winning every time they start.

He told me our new book of

PREFERRED TYPE FACES

had a preferred position on his desk. "Don't see how any real live printer can get along without it," was the way he put it. Gave me a good hunch, too—this one—that I shouldn't permit myself to get so enthusiastic over Barnhart type as to forget that we have the finest line of other printers' supplies you can get anywhere. Steel Furniture, Brass Galleys, Electric Welded Chases, Brass Rules, Leads and Slugs, Presses, Cutters and everything else a printer needs. Don't forget to write or call us whenever you are thinking of getting any of those things.

ST. LOUIS
ST. PAUL
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KANSAS CITY

BARNHART'S JAKE
of

Barnhart Brothers & Spindler
168-70-72 W. Monroe St., Chicago
NEW YORK

WASHINGTON
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"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

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DRAWINGS
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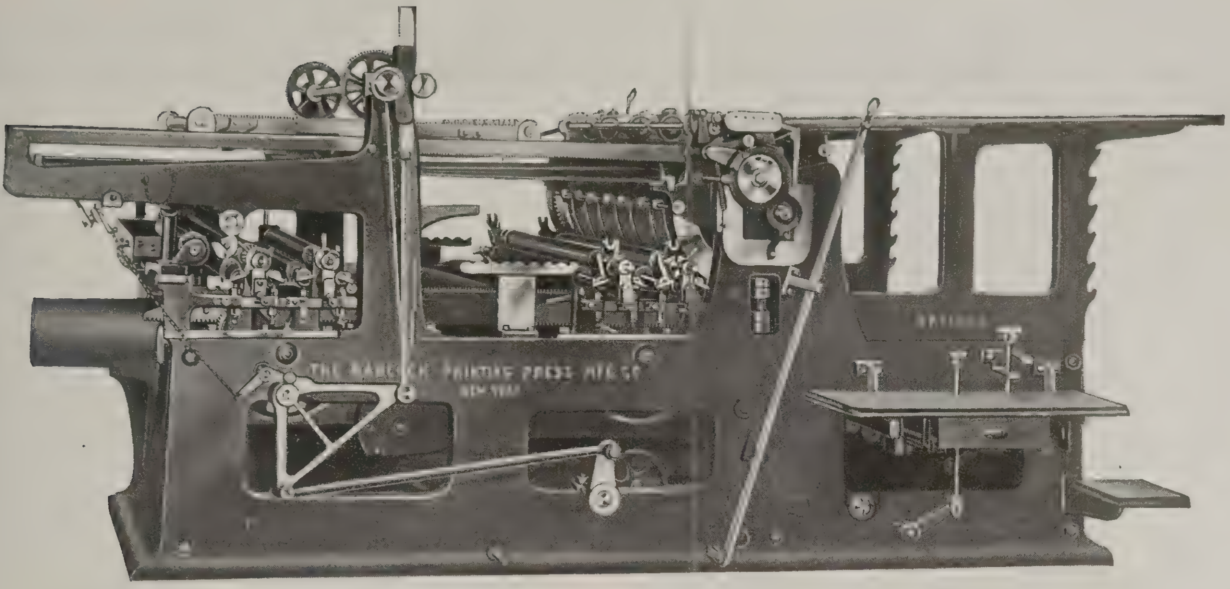

THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
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BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS KANSAS CITY OMAHA ST. PAUL SEATTLE DALLAS ATLANTA WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

The Babcock Optimus
The Babcock Optimus

Can any stronger assurance be given a buyer than that the machine he is considering has never failed under any conditions in twenty years or more?

The confidence born of trial makes us prefer to install the Optimus where difficult work demands exceptional press qualities; where others have left something to be desired.

Our contract guarantees that it possesses as high speed and will do as good work as any like press. But this adds nothing to the force of the first paragraph above nor to that of the one below:

The Optimus has been substituted for every other similar press to get better results.

The Babcock Optimus

SET IN AUTHORS ROMAN

What Do Casual Observers Think of Your Output?

They don't analyze it! They just glance at it! The whole effect is what they note. Halftones that look gray or "smudgy" or vignettes with "blotchy" lines around them are blamed on YOU. People don't stop to figure that the engravings might have been poor and that your results are very creditable—Far from it.

IF THE ENGRAVINGS IN YOUR WORK DON'T PRINT WELL—YOU SUFFER!

Why not insure your work against adverse criticism by sending **your orders** for DESIGNS and ENGRAVINGS **to us.**

We have *co-operated* with the printer for over twenty-four years —We do not *compete* with him.

Say "*National Printer-Journalist*" and send us your next order.

——— Established 1889 ———

GATCHEL & MANNING

DESIGNERS and ENGRAVERS

In One or More Colors

Sixth and Chestnut Streets
(Opp. Old Independence Hall)

PHILADELPHIA

HOKE

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

HOKE ENGRAVING PLATE CO.

Patentees and Sole Manufacturers

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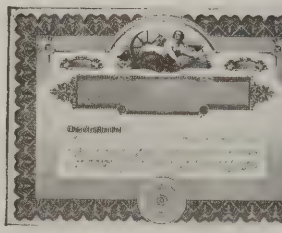
European Branch House:
15 Tooks Court, Chancery Lane, E. C., London, England.



BLANKS

STEEL ENGRAVED

for stock certificates and bonds are preferred by dealers and investors because they are made like banknotes They look like money. They feel lik money. Crisp currency—that's the idea

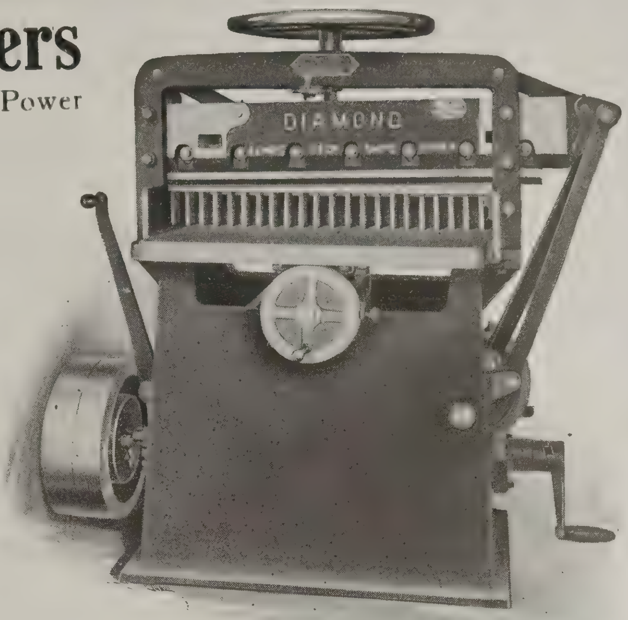
"K. B." BLANKS

are the only line of steel engraved blanks made in this manner. Do not confound them with other or lithographed blanks. Stationers and printers should be interested in this proposition. Samples and prices on application

KIHN BROTHERS Bank Note Engravers
99-103 Beekman Street, New York

Diamond Paper Cutters

Lever—Power—Combination Lever and Power



Lansing, Mich., March 20, 1913.
Gentlemen:—We have changed our Diamond Lever Cutter to power drive. We are pulling it with a one horse, 110 volt motor and it's doing fine. ALLEN PRINTING Co.

SOME months ago the above concern purchased a DIAMOND LEVER PAPER CUTTER, which at that time met their paper cutter requirements. Later on increase of business brought with it the need for a power cutter. What could be simpler than to order the power fixtures and convert their DIAMOND LEVER into a power machine? No trouble and no extra expense over the original cost of a power cutter. Now they possess a combination lever and power paper cutter that can be changed from power to hand or vice versa in a few moments. This is only one of the many exclusive DIAMOND CUTTER features. Let us mail you descriptive matter giving full details. Diamond Cutters are kept in stock and sold by typefounders and dealers in all principal cities.

The Challenge Machinery Co.

Salesroom and Warehouse
124 So. 5th Ave., Chicago

(See our exhibition at the big Toledo Printers' Exposition, Sept. 1 to 6, Booths Nos. 18-19.)

Grand Haven, Mich.

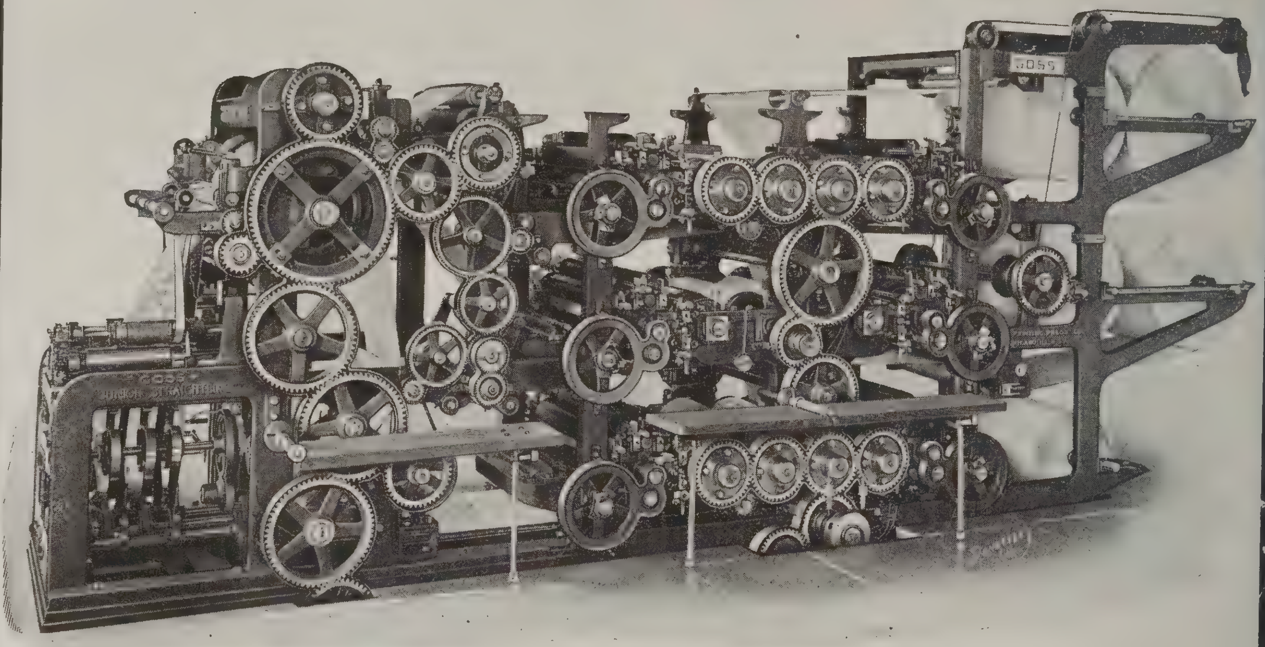
THE ECLIPSE ELECTROTYPE & ENGRAVING CO.
CLEVELAND

SOMETHING ENTIRELY NEW

THE

GOSS Junior Straightline

Built on Our Regular Straightline Design



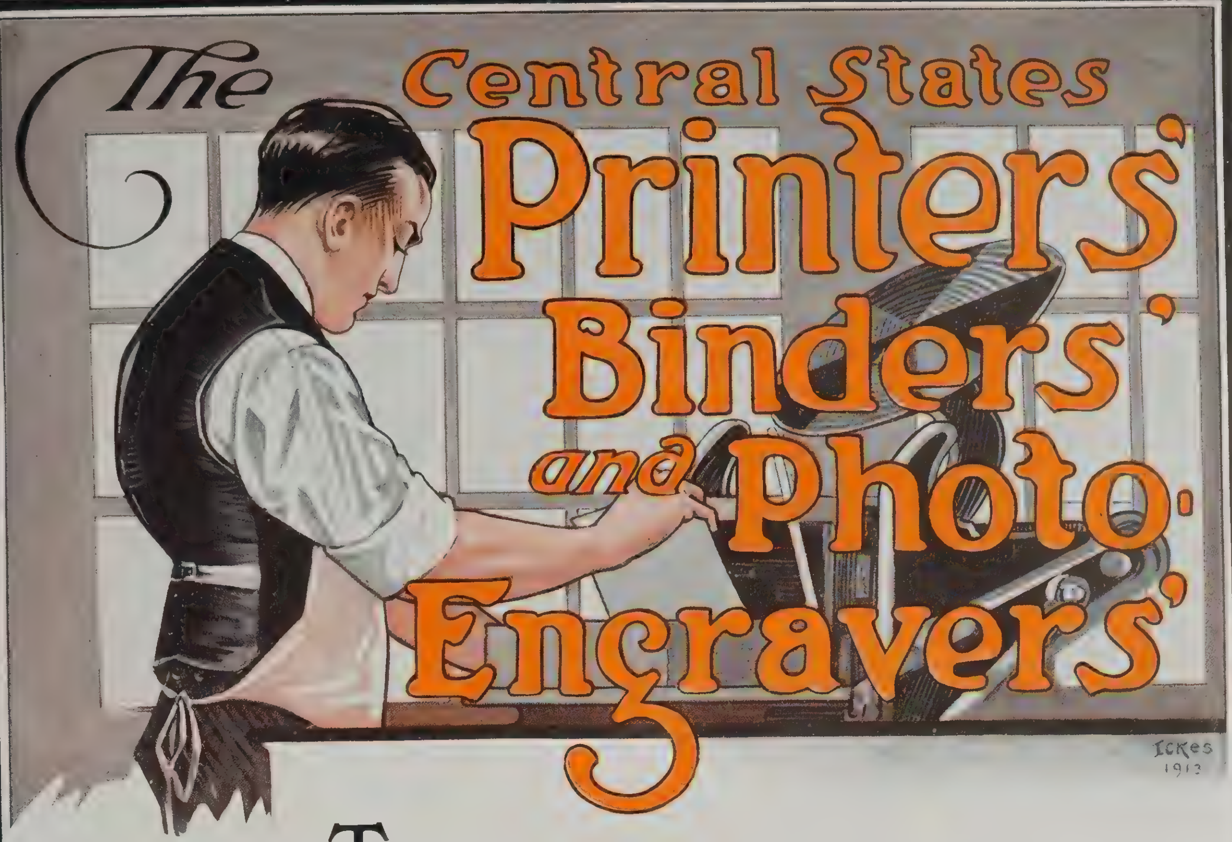
Built 2, 3, 4-deck high, or in tandem, according to space or selection, producing 4, 6, 8, 10, 12, 14, 16 pages in book form, printing seven columns wide by length of columns from 20 in. to 22 in. All plates cast from our standard stereotype machines (no boring of plates required). Can be arranged to print from one to three extra colors. Additional decks or sections can be added at any time in the future. Can be made to deliver products either one-half or one-quarter page size. Best workmanship and material used in its construction. Ask for further particulars.

Manufactured by

Goss Printing Press Co.

Sixteenth Street and Ashland Avenue
Chicago, Illinois

NEW YORK OFFICE: No. One Madison Avenue, Metropolitan Building



The Central States Printers' Binders' and Photo-Engravers'

THE extensive and varied nature of the exhibits, and the program of speakers, which includes men of national reputation, will make the Central States Exposition and Third Ohio Printers' Federation Trade and Cost Congress a history-making event in printing, publishing, binding and photo-engraving circles. This is not a private money-making enterprise, but a concerted effort on the part of the printers' organizations of the Central States, under the direct auspices of the Ohio Printers' Federation, to bring together a comprehensive exhibit of the newest machines and methods; the latest money-saving and money-making devices; the best ideas of the master-minds of the art.

The Exposition, Trade and Cost Congress will be held during the entire first week of September, in Terminal Exposition Hall, with ground floor space greater than Madison Square Garden or Chicago Coliseum. The list of exhibitors includes the leading manufacturers and jobbers of machinery and supplies. The list of speakers and entertainment features printed on the reverse of this page comprises a program of unusual interest, profit and pleasure.

The Ohio Printers' Federation invites you to be present and to participate in the feast of good things prepared on an unprecedented scale.

Correspondence relating to
Hotel Reservations should be addressed to
H. J. VORTRIEDE, Chairman Hotel Committee,
315 Superior St., Toledo, Ohio.

Address all other correspondence to
H. V. BUELOW, Managing Director,
Terminal Exposition Bldg.,
Toledo, Ohio.

Million Dollar
Exposition
TOLEDO, OHIO
SEPT. 1-6 INC. 1913

The Central States' Printers' Exposition

Ohio Printers' Federation Trade and Cost Convention

PROGRAM

Monday, September First

REGISTRATION AND DISTRIBUTION OF BADGES AND TICKETS TO ALL ENTERTAINMENTS

10:00 A. M. Meeting of the State Executive Committee, Hotel Secor, Toledo, Ohio.

11:00 A. M. Meeting of the Convention Committee, Hotel Secor.

3:00 P. M. Meeting of the State Committee on "Costs," Hotel Secor.

3:00 P. M. Meeting of the State Committee on "Credits," Hotel Secor.

3:00 P. M. Meeting of the State Committee on "Trade Relations," Hotel Secor.

3:00 P. M. Meeting of the State Committee on "Education," Hotel Secor.

3:00 P. M. Meeting of the State Committee on "Organization," Hotel Secor.

4:00 P. M. Reception to Gov. J. M. Cox, of Ohio.

6:30 P. M. Gov. Cox escorted to Exposition Building by Troop "D," O. N. G.

7:00 P. M. Doors of Exposition open to public.

7:15 P. M. Salute by Battery "B" to Governor Cox.

7:30 P. M. Address by Gov. Cox.

8:00 P. M. Gov. Cox touches electric button and starts machinery.

8:30 P. M. to 11:30 P. M., Instrumental and Vocal Concert.

Tuesday, September Second

8:00 A. M. to 10:00 A. M., Exposition open to Printers only.

10:00 A. M. Convention called to order by Henry C Vortriede, Chairman of the Convention Committee. Address and Invocation by the Right Reverend Joseph Schrembs, D. D., Bishop of Toledo. Address of Welcome by Mayor Brand Whitlock. Response and Address by J. M. Thomssen, President Ohio Printers' Federation.

Reports and Recommendations of Committees. Appointment of Committees. All sessions of the Convention will be held in the Auditorium, ground floor, of the Exposition Building.

12:00 M. to 2:00 P. M., Exposition open to Printers only.

2:00 P. M. O. P. F. Convention. Addresses by
C. Lee Downey, Cincinnati, O.
"Accounting."
B. F. Corday, Cleveland, O.
"Better Selling Methods."
W. B. Holliday, Cincinnati, O.
"The Long Price List."
O. W. Wroughton, Kansas City, Mo.
"Credit Science."

5:00 P. M. to 7:00 P. M., Exposition open to Printers only.

7:00 P. M. to 11:00 P. M., Exposition open to public.

8:00 P. M. Moonlight Excursion, Steamer Greyhound. Music, Cabaret and Dancing.

Wednesday, September Third

8:00 A. M. to 10:00 A. M., Exposition open to Printers only.

10:00 A. M. O. P. F. Convention. Addresses by
H. S. McCormick, New York City.
"Scientific Analysis in Office Management."
Louis Flader—"Engraving and its Relation to Printing."
A. M. Glossbrenner, Indianapolis, Ind.
"Efficiency."
T. F. MacManus, Toledo, O.
"Advertising."

12:00 M. to 2:00 P. M., Exposition open to Printers only.

2:00 P. M. O. P. F. Convention. Addresses by
E. St. Elmo Lewis, Detroit, Mich.
"Salesmanship."
Col. E. T. Miller, Columbus, O.
"Relation of Cost Accounting to Estimating."
Reports of Committees.
Election of Officers.

5:00 P. M. to 7:00 P. M., Exposition open to Printers only.

7:00 P. M. to 11:00 P. M., Exposition open to public.

8:00 P. M. Address by Ill. Elbert Hubbard.

9:30 P. M. to 12:00 P. M., Entertainment in Grotto by "The Order of Pica."

Thursday, September Fourth

8:00 A. M. to 7:00 P. M., Exposition open to Printers only.

10:30 A. M. to 5:00 P. M., Trip around Terminal Belt. Visit to the plants of the Owens Bottle Machine Co., Willys-Overland Co., Edward Ford Plate Glass Co., and Toledo Furnace Co. Refreshments en-route. Start from Exposition.

7:00 P. M. to 11:00 P. M., Exposition open to public.

8:00 P. M. Address by Hon. Josephus Daniels, Secretary of Navy, Washington, D. C.

Friday, September Fifth

10:00 A. M. to 11:00 P. M., Exposition open to public.

Vocal and Instrumental Concerts by The Kilties Band (Highlanders) of the Royal 91st Regt., Canada.

8:00 A. M. All-day Excursion to Put-in Bay and Cedar Point. Music and Dancing. Address by Judge John H. Doyle.

1:00 P. M. Banquet, Cedar Point.

Leave Cedar Point 6:00 P. M.; arrive in Toledo 9:30 P. M.

Special Concert by The Kilties Band, 10:00 to 12:00 P. M.

Saturday, September Sixth

9:00 A. M. to 11:00 P. M., Exposition open to public. (School Children, 10 cents.) Concerts by The Kilties Band, Canada.

LADIES' ENTERTAINMENT PROGRAM

Tuesday, September Second

10:30 A. M. Automobile Ride.

12:30 P. M. Lawn Party and Musicale, Toledo Yacht Club. Sailing on Maumee Bay.

8:00 P. M. Moonlight Excursion on Steamer Greyhound.

Wednesday, September Third

10:30 A. M. Trip to Toledo Beach.

12:30 P. M. Luncheon at Toledo Beach.

3:30 P. M. Visit to Toledo Museum of Art.

Thursday, September Fourth

10:30 A. M. Private Train around Terminal Belt. Start from Exposition; Luncheon en-route.

8:15 P. M. Theatre.

Friday, September Fifth

8:00 A. M. All-day Excursion to Put-in Bay and Cedar Point. Dancing and Music. Banquet at Cedar Point.

Saturday, September Sixth

12:00 M. Luncheon at Inverness Country Club.

4:00 P. M. Private Trolley Car for ride around Maumee River Belt.

8:00 P. M. Concert by The Kilties Band, Canada.

NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-One Chicago, August, 1913 Number Eight

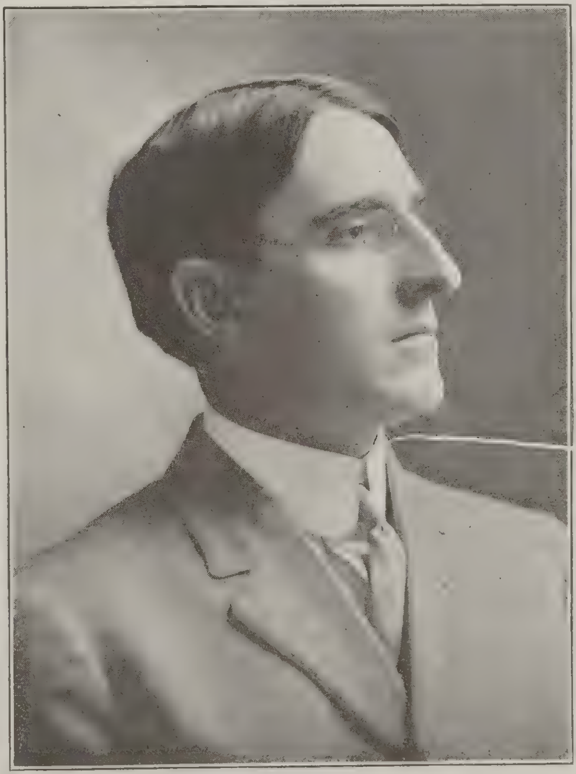
Country Newspaper Costs

By Charles H. Browne, Editor Headlight-Commercial, Horton, Kansas

WITH all due reverence to my chosen profession — that of country journalism — I wish to make this emphatic statement: The country newspaper man is the worst dub in all the category of poor business men in this wide land. This is a harsh criticism, and the pity of it is that it is entirely true. You may not admit it yourself, but make a list of the country newspaper men you know, and figure how many of them have made financial successes. They may print bright papers, they may have built up their town, they may be artistic printers in every sense of the word; but how many have a well-equipped plant, a home of their own, and a first-class bank account? Have you ever stopped to think why the newspaper and printing business ranks sixth in size among all American industries, and yet is among the very lowest in credit rating? Have you ever looked up your financial standing in the little books put out by Mr. Dun or Mr. Bradstreet? If you haven't, maybe you'll feel better if you never do so.

You may have heard this kind of talk before, and you may not have takn it to heart. I want to sear it on your memories. The newspaper business — and especially the country newspaper business — has proved the financial graveyard of some of the brightest men in America. You know and I know dozens of men, bright as whips, clever paragraphers — men whose splendid writings have been copied all over the country — who have been compelled to give up their papers because they couldn't meet their indebtedness, and often in too many cases today fill paupers' graves. Why? Why? Have you ever tried to figure it out?

Kansas — and that is the state I am most intimately acquainted with — has some wonderful country newspapers. It has a great many widely known newspaper men. The written thoughts of Kansas country editors are every week reproduced in the big daily newspapers all over the United States. Yet it is a fact that more than 80 per cent of the Kansas country newspapers are mortgaged. It is more than a pity; it is a shame and a disgrace. What is the reason? "What's the matter with Kansas" in the immortal words of that pestiferous Bull-Mooser, Bill White? Kansas has upwards of 1,000 newspapers, and no one denies that they have done much to upbuild the state, that their editors have fought, bled and died for decency, morality, clean politics, temperance, and, occasionally, for woman suffrage. The vast majority of these newspapers — something like 800 — are published in small towns and rural communities. Out of that number, the state editorial meetings never get together more than 20 per cent, and 100 of these are about all that seem to take much interest. The actual working force of the state association in Kansas might be narrowed down to probably fifty or lower — the ones who turn out every year, who can be depended upon to do something, and



Charles H. Browne, Horton, Kan.

who apparently have made successes of their calling.

Where are the other 80 per cent of the Kansas editors who are never able to attend the editorial meetings? They are at home trying to make both ends meet; they are paying more attention to "showing up" their competitors than to running their own shops, or they are valiantly striving to do printing cheaper than some darn fool in Wichita or Kansas City. What the country newspaper men need in Kansas — and in every other state for that matter — more than anything else, is education. Not education in regard to writing a better article, not instruction in how to do finer job printing, but a course in how to figure cost. Do you know what it costs an hour to set type by hand in your office? Can you tell to a cent what your job press costs to operate an hour? If you do not KNOW these things, how can you estimate on work; how can you fix a price that will give you a profit after a job is completed? You can't — absolutely cannot — and none of you need try to argue the matter with me. Tell me, if you can, Mr. Printer Without a Cost System, where you get the prices you charge for work in your plant? You may have fixed charges for certain work, but who fixed 'em? Maybe you got them from your foreman, or your predecessor, or maybe he got them from his competitor, or the man in the next town. And if you could trace it back far enough, you might find that some of the prices charged for printing originated with the job man who traveled with Mr. Noah on the first ocean voyage of which we have any record.

Now, this has all been preamble, but not as much piffle as you may think. I have been in the country newspaper game for seventeen years — half of that time working for other people and the rest of the time for myself. I had a little money when I bought my own paper seven years ago, and I was full of enthusiasm and buoyant hopes. I had obtained a first-class training as printer, linotype operator, reporter and bookkeeper. I considered that I knew the business in all its ramifications. I expected to make money, run an A-1 newspaper, turn out beautiful printing, and generally enjoy myself. The first five years I turned out some pretty good country printing, my friends said I issued a very creditable paper — and I worked like the devil. That is about all. I worked like the devil in all departments of my shop. I even took the devil's place when he wanted to lay off. I managed to make a living, but I didn't make any money. Why? I didn't know. I had energy, I had training, I had a good plant, I kept the shop busy. What was the trouble? I didn't know. Possibly some of you have been up against the same thing.

I studied a good deal over the matter. I thought we received good prices for our printing, and the newspaper carried quite a bit of advertising at fair rates. I came to the conclusion that I didn't know the business, and that my training and work of twelve years had been wasted. I could have made more working as a linotype operator eight hours than I cleaned up from my business to which I devoted every atom of mind and energy. A cousin of mine who had worked with us for six of seven years, became disgusted with the newspaper business and went to California. In the five years I wrestled with my own newspaper property he accumulated $30,000 in the real estate business. He dropped into my town one day and we talked the matter over. He said I was a fool — I had lost five years and while I had made a living I had no more to show for those vanished years than the amount I had put into my plant at the beginning. He was right, and I knew it. The fact had been worrying me for a good many months. I figured that I might go on for ten years more, or twenty — and then when I was worn out and my plant was ready to scrap, what would I have to show for my endeavors? I looked at the bankers around me who acquired comfortable little fortunes in fifteen to twenty-five years' work. Were they any cleverer than I? Why hadn't I begun work as a clerk in a bank? My fifteen years might have meant something. And I further reasoned: Isn't a good newspaper with a competent editor back of it just as valuable to a community as a banker? Then, why doesn't he make as much? After much mental anguish I finally arrived at the proper destination. The trouble wasn't with the newspaper or printing business — it was with the man who managed it.

I had heard of the cost system, but like many other people who ought to be half-way intelligent but aren't, I had the idea that it was only for the big city shops; that it was too complicated, that it took too much time, etc. However, I determined to install a cost system and see if it would help me. That was two and a half years ago. The cost system has made another man of me. I no longer wonder if I am not as valuable to the community as the banker. I know I am, and I make the banker believe it, too. I pay the banker the rate of interest he asks, and he in turn pays me what I ask for my printing and advertising. In the past I have had some complaints from the bankers — that my prices were higher than they have been paying for work for the past twenty years. I now tell them frankly that I don't care a whoop what they have been paying — we are living in the present, not in the past, and that the cost of work in my plant fixes the price. And the peculiar thing is that the bankers respect me for it. Not many years ago, I would have thanked a banker with tears of gratitude in my eyes for correcting some of my prices — for are not bankers men of finance, are they not thoroughly versed in matters of money? Of course. But none of the bankers I have met are competent to talk to me about printing costs, for they don't know. I do, and I have no hesitancy in telling them so.

No one talked to me about the cost system when I installed it. No one begged me to put it in, no one explained its many virtues. I simply took the bull by the horns, ordered a batch of blanks and set in to keep them correctly or bust. It was hard work at first, as I had no one to turn to, and I didn't know another country newspaper that used the system. After thirty months' experience under the cost system, I want to make this strong statement: I woudn't trade what I have learned in that brief time for all the knowledge I gained in my fifteen years' previous experience in the newspaper and printing business. To make this plainer, perhaps, I will say that I believe the man who starts out with a thorough knowledge of the cost system and absolutely no acquaintance with the printing business, has a better chance of success than the printer-editor with the technical training of a lifetime who tries to get along without a cost system.

The printshop run today without a cost system is a hit-or-miss business, a catch-as-catch-can sort of a proposition. If the boss has some money at the end of the year he doesn't know what job made it for him. With the cost system, every transaction of your plant is faithfully recorded, your business becomes as scientific as a piece of machinery. A bank knows where every penny goes. It can tell you the profit on every transaction. So can every big factory, every manufacturing plant. Why can't a printing office? Did you ever stop to think that a printing plant is the most complicated kind of a factory? Every piece of work that comes in is different. You cannot say letter heads cost $2.50 a thousand and should be sold above that to make a profit. You cannt say this because there are a hundred different kinds of letter heads. So on down the line with every kind and piece of printing. The man who starts a printing plant should install a cost system before he puts in his press or lays his type. And if this is true, how about the man who has been groping along in the dark all these years without one? He may have made money; he may be a financial success. But nine times out of ten he isn't.

Nobody knows or can tell what printing costs without some sort of a cost system. For five years I printed a weekly calendar of services for a church in my town. Because somebody else in some other town charged $1.50 a week for the job, I did likewise, figuring that there would be a small profit in it and even if we broke even that we were "keeping the press busy." Keeping the press busy has ruined many a good printer. After my cost system was put in we figured the cost of this job every week. It made me sick. I decided that the figures were wrong, that there wasn't much to the cost system. For eight months I watched that job every week, hoping and praying that its cost would grow less. It never did. For eight months, its average cost was $2.50 a week. For five years I had made the church a present of $1 a week for the privilege of printing these calendars — $52 a year, $260 for five years. I figured that I doubtless owed the church something, but I didn't believe it was that much. I took the matter before the church board. They first laughed about it and then became indignant. They would not pay any more, the price was high enough anyway; there was some mistake in my figures. I said I would consent to print the job for cost, but not one cent under $2.50. They took the thing to a job printer, and after he finally gave it up in disgust they talked of having it printed out of town. Then they did without. After six months, they came back, we settled on a smaller job and the price was fixed at $2 a week. My office now makes from ten cents to twenty-five cents weekly on the thing. Small profits, but remember it really is a profit. And at that rate it will take me some little time to get back the $260 I so kindly and innocently donated to the church.

When I started my system, I figured that $1 an hour would be high enough for hand composition and 75 cents for job presswork. The first year showed me that my hand composition cost $1.15 and hour, job presswork nearly $1, cylinder presswork $1.95 and linotype composition $1.80. My costs for 1912 changed some. Hand composition went to $1.25, cylinder presswork to $2.25, but linotype composition dropped to $1.50 and job presswork to 90 cents. From the figures obtainable so far, I feel certain that my costs in all departments will be a little higher this year. The costs are gradually raising all over the country. One reason is that labor and material is slightly higher, but the principal cause is that waste is being eliminated. With no personal records of your workmen, an ignorant or careless man might put in four hours on a job. After your system is installed you look over your records and speed the man up, show him a quicker way of doing the work, or fire him and hire a faster man. The first year your productive hour cost is low because you have a great number of hours. The next year the hour cost is probably higher because you are cutting out waste motion, which means less working hours at a higher cost per hour. But this does not mean that your customers must pay more. It frequently means that they pay less, for they gain by the systematic management of your plant and the shorter time your workmen take to complete a given job. Many printers tell me they have a cost system. If they have a real cost system, they know exactly what the productive hour in each department of their plant costs. If they do not know the hour cost, they have no cost system — they have a guess system.

As regards country newspaper costs, my system shows me not only the cost of every job, but the cost of my my newspaper. Last year the mechanical or printing cost of my paper was about $94 a week, while the office cost was about $26 a week, making a total cost of $120 per week. My advertising averaged $113.50 a week and my subscription $41.40, making a total weekly income from the paper of practically $155. This left an average weekly profit of $35 a week from the newspaper, or a total of $1,800. Estimating $200 for unpaid bills and lost accounts, I know that my paper made at least $1,600 clear last year.

Do you know what each inch of advertising space in your paper costs you? A cost system will show it. The total cost of my paper per week last year was $120. Deducting from this the weekly receipts of $41 on subscription, I have left about $80. We averaged 442 inches of display advertising a week last year. Dividing this into $80, shows me that I must get at least 18 cents an inch to break even on that amount of advertising. As a matter of fact, we charge 25 cents an inch for small advertisements or occasional insertions. The regular advertisers pay 20 cents an inch on yearly contracts. And I therefore know that my advertising rates are not only fair, but extremely reasonable, no matter what my advertiser has to say to the contrary.

Another thing. The cost system shows what machinery is making you money, and what is losing it. I have only one jobber, a 11 x 17 Peerless. Many printers have told me I should buy a little jobber. Last year this one press ran only a trifle over three hours every working day of the year, including all time for lock-up and make-ready. What kind of a sucker would I be if I installed another jobber?

Some of my good friends in Kansas City think I am "nuts" on the cost system. I am. It is the turning point in our business. It is the one thing that will in time put the printing business at the top of the heap. Get into the band wagon, boys, and help me toot!

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"LIBERTY OF THE PRESS"

Paper by Smith McPherson, United States District Judge, Southern District of Iowa

I HAVE been asked to write touching the relations that should exist between courts and the press. As a general statement, as of course, this relationship ought to be fair and sincere. I wish it were more so than it is. As to the power of the press I need not write, because that is a subject much hackneyed, and known by all. I realize it, but on this occasion need not emphasize it. All know that the press has a great power. The freedom of the press is one of the institutions of this country, and as such will ever exist, and rightly so. And no one believes in this more than do the courts. It was but recently that the courts righteously, against terrific pressure, prevented the dragging of editors, one of them nearly a thousand miles, to make answer to an alleged libel. One recital in the Declaration of Independence against England was to the effect that Americans were carried beyond seas for trial. When a court in Washington City, backed by strong pressure and great power, sought to drag a New York City editor and an Indianapolis editor to Washington City, because of editorials with reference to the Panama Canal, it was the courts that stamped it as an outrage, and decreed that such oppression could not exist in a free country. The literature found in the published reports of the courts shows that the newspapers, their editors and publishers, will not plead in vain for protection by the courts. This protection will be given because it is just that it should be so. And the courts should be fairly considered by the press.

In speaking of the press, I have but little to say about the scandalmongers and the so-called "yellow journals." They are outlaws, and entirely beyond the pale of respect by the courts and decent citizens generally. We judges have no remedy as against them. Days of dueling and violence, because of things written or spoken, have happily long since passed, and will never again prevail. It is idle to talk about bringing actions, either civil or criminal, for libel, because such actions are expensive, and usually ludicrous if not farcial. Besides the distance is too far for one to think of instituting such a proceeding. Not only so, but it is beyond my comprehension how any judge would bring an action for libel, even when maliciously maligned. As against these maligners, we judges prefer to allow a well-formed public opinion make answer. The difficulty is not with such newspapers, and with such magazines. They have their say, and a dignified judge can seldom if ever make a reply and maintain his dignity. And having stated this much I pass them by. Most newspapers, like most men, are sincere as to their utterances. Their unfair criticisms come from lack of information. They are too impatient to strike.

In speaking of the relations that do, or ought to, exist between the newspapers and the courts, there are a number of fundamental errors, which like cobwebs, should be brushed away. One of these errors is in the fact that a great many of the judges seemingly believe that because they wear the robes of office, they are and should be beyond criticism. This is a fallacy. I believe as much as does any one in maintaining the dignity of the courts, and that the people should have respect for the courts. But a judge must command respect in some other way than by making this argument. He cannot command respect by becoming a recluse, nor by wearing a silk hat, or a morning frock coat, or a white tie, or by speaking in gutteral tones of voice. There must be something more than these things. To say that he should be honest is, of course, implied and understood by all. It is not much credit for a man to have it said of him that he is an honest man. People generally are honest, officials included. But it is a terrible arraignment to say of a judge or other official that he is a dishonest man. That he should be learned in the law is of course a mere truism. He should be fair and impartial. There is no room for argument here. He must work. He can have but few vacations. And he should have moral courage, and therein some judges fail to perform their duty. Some are weak by nature. Some are intimidated. Quite a percentage of the cases are embarrassing to a judge who seeks to shirk his duty. It is the monthly, and, perhaps, weekly — and sometimes daily — experience of every judge who feels as Chief Justice Marshall did when presiding at the trial of Aaron Burr for treason, when he said, in substance, that he would gladly pass the cup by and not be compelled to drain it to the dregs. But John Marshall did not flinch, and history speaks of him as great and has justified him. Public clamor, aided by a president and an attorney general, could not swerve him. It often happens that a prisoner is charged with a heinous crime; that the public mind is inflamed; the prisoner has no friends; but the facts may be such as to legally prevent a conviction. There is but one thing in such a case for convention and election.
an honest judge to do, and a courageous judge sees to it that the prisoner is protected regardless of the next

Take the cases relating to public utilities, such as have a bearing on water works, gas lights, street railways, and steam railroods; many men seemingly believe that the judge who hears and determines the case is happy at the opportunity to preside. All thoughtful men know that the judge whose duty it is to preside and determine the case feels as Marshall did at the conclusion of the Aaron Burr trial. But every courageous judge persists to a conclusion without taking a vote of the bystanders or outsiders or of clamorous newspapers. Every time a judge holds a city ordinance or state statute void, excitement follows, and the "head" of the judge is demanded for the basket. We are accused of making laws; we are accused of legislating; we are accused of having no respect for city councils or legislatures. If we judges are wrong in thus holding city ordinances or statutes to be void, the press ought to show the people why we are wrong. Every judge, state and national, before entering upon his office, must take an oath to support the Constitution of the United States, because that great charter requires it. Another provision of the United States Constitution recites that "This Constitution and all laws and treaties made pursuant thereto shall be the supreme law of the land." Therefore it necessarily follows that if a city ordinance or state statute is in conflict with the Constitution of the United States, if litigation presenting the question arises, such ordinance or state statute must be declared void, and will be so declared void if the judge is a man of honesty and has any moral courage. This is a simple question and easily understood. Instead of berating the judges as being in some indefinite way related to the "interests," controlled by railroad attorneys, or in close fellowship with the money trust, so-called; why is it that the press does not show by arguments that the decision overthrowing the city ordinance or statute is wrong, by presenting the reasons why the ordinance or statute is not in conflict with the Constitution of the United States? How many of you gentlemen write such editorials? Some of you do, and some of you do not. We all know that such cases can rightly be carried to the Supreme Court of the United States, and whatever may be the decision of that great court, all persons of all classes cheerfully yield obedience.

It is curious to note how many times the Supreme Court of the United States has held statutes to be void because in conflict with the Constitution of the United States. That court has held, in about one hundred and twenty-five years, twenty-eight statutes enacted by Congress to be void. Leaving out the original thirteen states and taking those states many of which have not been in the Union nearly as long as our government has existed, what do we find? The Supreme Court of the United States has held twelve statutes of the State of Alabama to be void; six of Askansas; three of Colorado; twelve of Georgia; ten of Illinois; eight of Iowa; eight of Kansas; eleven of Kentucky; six of Michigan; five of Minnesota; seventeen of Missouri; fifteen of Ohio; fourteen of South Dakota, and eleven of Texas. The older states have not been so unfortunate, for the reason perhaps that their legislatures have been more careful, both as to the rights of property and as to the rights of men. Cases are presented in which it is utterly impossible for the court to shirk the duty and decree that the state statute either is or is not in conflict with the Constitution of the United States. It may be, as some contend, that the government of Great Britain is a wiser and more beneficent government than ours. I do not believe it! But true it is that in Great Britain the Parliament is supreme and their courts cannot hold legislative enactments to be void. But in Great Britain, as I understand it, proposed statutes can only be introduced by the ministry, who recognize the solemnity of what a statute should be, whereas in this country, every member who can write, or employ some one to write for him, a bill, introduces it, and many of them are put through. Take the recent enactments in the State of California with reference to their alien statutes, as rspects the holding of real estate. I have no information as to whether that statute is in conflict with the treaty between Japan and this country or not. But can any man doubt what an honest and courageous judge will hold, if the case brought before him presents the question, and such court finds there is a conflict between the statute and the treaty, as to which shall give way? Can California or any other one state ride down a treaty between this country and Japan? I only say this for an illustration, and not as an expression of opinion with reference to the merits of the California legislation. But please recall the statement I made a few minutes ago, that the Constitution of the United States says that this Constitution and all treaties made thereunder shall be the supreme law of the land. And if a statute and treaty are in conflict, that which is supreme must prevail over that which is not supreme.

The better class of newspapers and magazines of the country are often of great aid to the courts in bringing about desired reforms in court procedure. Since the year 1842, and in some respects from the year 1789, the United States courts sitting in equity have been governed by rules prescribed by the Supreme Court of the United States for the government of trial courts in equity cases. Last year the Supreme Court took the matter up by a committee of three of their number, aided by a committee of lawyers of three from each of the nine judicial circuits of the United States. The committee of three of the United States Supreme Court took the matter up with the Lord Chancellor of Great Britain, and a new code of rules has been worked out which if observed will expedite and materially lessen the expenses as to the trial of equity cases. This new code of rules is a wonderful system and apparently of the very best. And the Supreme Court stands ready to further modify and revise these rules if the necessity should appear. This result is splendid and appeals not only to the country at large, but to the courts in particular. And the better newspapers are entitled to a full and fair measure of the credit for bringing this about. The American Bar Association and the courts as well, both trial and appellate, are now asking Congress to empower the Supreme Court to thus make rules for the trial of law cases, and for a uniform system covering the entire country. This will be simpler and will be much more effective than statutes regulating the practice of law actions. I have observed with much satisfaction editorials in the better papers and magazines urging this upon Congress. The newspapers and magazines can do no better work than to encourage Congress in this forward movement.

Something like two years ago Congress enacted a statute, heartily endorsed by President Taft, requiring trial judges to call to their aid two other judges, one of whom must be a circuit judge or an associate justice of the Supreme Court, before enjoining the enforcement of a state statute on the ground of its invalidity. There was a widespread belief that a statute, whether enacted by Congress or a state legislature, should not be tied up by an order or decree of a single judge. The enactment of that statute has been a very great relief to the trial judges of the United States. This is so because every trial judge knew in advance that regardless of the conclusion he might reach, he would be subjected to the most severe criticism. But the greatest advantage of that statute has been in the fact that the trial judge has the aid of two associate judges in reaching the right conclusion. If one judge sits alone in a case, he gets no aid or benefit excepting by argument of counsel representing conflicting interests. Now under this statute he has the great aid of the advice and learning of two associates. And now I apprehend that injustice to either party will but seldom be done when application is made to enjoin the enforcement of a statute. I am mindful of the fact that the newspapers by their criticisms of the courts gave most material and substantial aid to the enactment of that statute, and I cheerfully give them credit therefor.

There is another procedure which subjects trial courts to the most severe criticism, and some of it of the most unpleasant nature. And that subject is the one with reference to receiverships. The practice has grown up of an exparte application being made for a receivership. The courts can only act upon information from the one side, and then only by the attorney of the trustee of bondholders, or some other complaining party. The result is the appointment of a receiver, sometimes necessary, and oftentimes unnecessary, and most oppressive to creditors, and sometimes to the public. Oftentimes these receivers are men without experience with reference to the subject matter of the litigation; and oftentimes the receivers are the very officers whose inefficiency has brought about the situation requiring receivers. Sometimes it is necessary to appoint at least one of such officers because of his familiarity with the business. I have no particular case in mind, and am not criticising any particular court; but I do insist that some of these receiverships are for the sole purpose of barring just debts, and some of them are too long-drawn-out. It would be far much the better if when these applications were made and the judge sees the necessity of a receivership, and that the order must be made at once before notice given, that the United States marshal or some like person be appointed temporary receiver, and then on short notice the case be set down for hearing as to whether the receivership should be continued, and who should be the receiver, with the right of all parties in interest to appear and be heard in the open. There are too many receiverships, with attorneys for the complaining party directing the officers. The newspapers as yet, with few exceptions, do not seem to have grasped this evil, real or supposed; sometimes it is a real evil and sometimes it is only a supposed evil; but generally subjecting the courts to a harmful criticism. If this matter were given greater publicity, and the reasons for and against receivers, the result would be for the public good, as well as for the good of interested parties.

I repeat that it is the duty of all, including newspapers, to be respectful to the courts and of aid to the courts in a decorous administration of public justice. But it is idle to talk to the effect that courts in their procedure are not subject to criticism. We talk about the science of law. It is a science, but an inexact science. For instance, the Supreme Court of the United States, with reference to the monopoly created by patents and the sale of patented articles under such monopoly, has within one year handed down two decisions, the results being opposite holdings, owing to the different makeup of the court. And so it is with reference to many other subjects.

Judges, like other men of equal experience; equal in age, or equal in learning, equal in fairness of disposition, reach different conclusions. It is so in all the business affairs of life, and it will ever be so of courts. We freely discuss the President of the United States, some of us insisting with reference to great questions that the President is right, and others that he is wrong. But none of us charge the President with being corrupt. Insofar as I know there has never yet been a President of the United States subjected to the charge of corruptness or unfairness. But from the early days of the government to the present, we have charged the President with being wrong, and so it is with cabinet officers, and so it should be at least with the courts. Such criticism will not be harmful to the court, but it will be helpful. Some courts in the past have undertaken to punish as for a contempt newspaper proprietors because of articles criticising the courts. That practice is practically obsolete, as it should be. No judge has ever yet maintained his dignity and never will by bringing an editor before the court and punishing him because of animadversions made through the columns of the newspaper.

It would be helpful to the courts if editors of learning and character would in a dignified and intelligent manner discuss the rulings of the courts, whether by commendation or whether by adverse criticism. The one weakness of the newspapers lies in the fact that too many newspapers predetermine a fixed policy of such paper, and determine in advance whether the holding of the court if one way or the other shall be commended or disapproved, and then the matter is taken up by some editorial writer whose name is not known to the public. The newspapers rely too much upon sending a reporter, generally some young man without much experience, to the court, and he writes up the rulings of the court, and too often in garbled form. In saying this I make no attack upon the newspaper reporters. Generally they are well-meaning young men. It would be very much the better if someone higher up in authority from a newspaper office would get the precise views of the court for the specific purpose of giving publicity to such views of the court, and then commending or disapproving as the real editor of the newspaper believes should be done.

In speaking of courts in the main I have referred to the United States courts. There are other abuses which if fully exposed would result for the better. One of them is the treatment of jurors, making it almost impossible to get business men to serve on the juries; locking them up, depriving them of the privilege of seeing their families, thereby branding them in advance as being possibly dishonest men. None but an honest man should be drawn on juries, and when drawn he should be treated as a gentleman. There should be no greater occasion for having detectives follow jurors than to follow judges. If a judge does not reach a decision at the conclusion of the evening hour, he goes to his own home or hotel and retires for the night. Jurors should be accorded the same privilege, instead of making it appear that medieval ages are still with us. For several years, speaking for myself, I have allowed jurors to separate and go to their meals and separate and retire for the night, and never as yet have I had one case in which a juror has been suspected of having been corrupted during the exercise of such privilege.

Such in a general way are my views as to the relations that should exist between the courts and newspapers. Intelligent criticism is invited. Slang and vituperation are despised by the judge, and as I believe by the intelligent of the public. Substantial and honest and matured criticism is of great aid to the courts, as well as an educator of the public. Critiicism at random tends to make a judge careless. Criticism by a newspaper should be of the kind, and none other, than the editor would use in conversation with the judge. Then there would be no bitterness, but a useful exchange of views. And with such criticism progress will be made, because such criticism is within the limits of 'freedom of the press" and not a mere license for which there is no remedy, and no resulting good. Let editors and writers be gentlemanly towards the judges. And let judges have a due regard to the freedom of the press. The public will then be the beneficiaries.

LAWS THAT CLUB THE PRESS

By Mrs. L. R. Eastwood, Watertown, S. D.

SIGNIFICANT instances have occurred recently in many states which would lead one to believe that there is a well defined movement on the part of politicians and men occupying positions of authority to place a bar to the influence and liberty of the press. The lethargy displayed by journalists in not becoming aggressive in the fight to preserve long established rights and privileges, is a menace to the integrity of the profession.

The press cannot maintain a high standard in leadership of public thought if editors are constantly working under fear of persecution and litigation and without the moral support of contemporaries if they fall under the ban of judicial displeasure or political persecution. John Murray, the great English statesman and journalist, has said: "Every new generation is obliged to rescue the most precious of its privileges — the freedom of the press — from the insidious encroachments of power, and to stand in defense of the liberty which is the foundation of all other liberties; which is essential to everything that can with propriety be termed good government."

Recent flagrant instances have occurred in certain Western States which aim a blow at the very heart of the liberty principle of the press, and be it said to the shame of the newspaper fraternity, the incidents have created less comment than have the threatened Japanese invasion or would a sensational murder case.

Question why? Because newspaper writers are, in the true sense of the word, public servants. Their whole aim in life is to cater to the public, and thoughts of selfish interest occupy a very small part in the time of the average newspaper man or woman.

Those who have read the weird tale written by Lord Lilton entitled "A Strange Story" will remember the mystic circle of lighted lamps in the wilds of India and the untiring efforts on the part of the tender of the lamps to keep the flames bright and shining in order to keep the "Great Toe," the incarnation of the powers of darkness, from advancing.

It is necessary for those interested in preserving the power and privileges of the press to watch the lights of liberty and keep them bright and shining, and prevent the Great Political Toe from dealing out coercion and persecution.

The importance of laws by which a writer's conduct may be governed so that justice may prevail has been the subject of thought throughout the ages.

What is legitimate news and that which should be suppressed becomes a mooted question among newspaper men as well as among lawyers and judiciaries. James Keeley, editor and manager of the Chicago Tribune, said recently in an address given to the students in a journalistic course of the University of Wisconsin: "Suppression of news is more of a wrong than the printing of a piece of news that might possibly better not have been written. By improper suppression a newspaper sells its soul and betrays its readers. Suppression of the news, in my mind, is the high treason of journalism."

In the District of Columbia recently a law was proposed restricting the press and establishing a censorship of the news. The commissioners reported adversely, saying in part: "The publicity given by the press generally tends to lessen evil conditions and thus renders a useful service to the public. That dread of publicity has a deterrent influence upon those disposed or tempted to the committing of crime may reasonably be inferred from the fact that most offenders against law earnestly seek to avoid exposure of the circumstances of their misbehavior in newspaper reports of their trials," and thus they deemed the proposed law inadvisable.

However, Hon. John D. Works of California introduced in the United States Senate on April 17 of this year a bill providing for censorship of the press in the District of Columbia. This bill makes it unlawful to publish details of accidents and crimes. This bill is known as Senate Bill 496, and should be fought by every believer in a free press and will be encouraged by many misguided Christians as well as white slavers, street thugs and courtesans who shun publicity in their trades.

We find in Missouri, Editor William R. Nelson of the Kansas City Star undergoing persecution at the hands of Judge Joseph A. Gutherie, circuit judge, for the publication of court proceedings in which Judge Gutherie refused to dismiss a divorce action until the attorney's fees had been paid, though the parties had become reconciled. Editor Nelson was adjudged guilty of contempt, given a big fine and a day in jail. This occurred in February of 1913. Mr. Nelson appealed to the Supreme Court for relief from the persecution of the judge. The commissioner appointed by the higher court to investigate the case reported in favor of Editor Nelson. Note the language which we quote, as follows:

"Your commissioner finds," says Commissioner C. C. Crow, "from the evidence submitted and considered, that the article referred to was substantially true and as nearly a correct report of court proceedings as could be expected from a layman, and the experience of your commissioner has been that many lawyers would have made as many errors as appear in this article.

"The author of this article, Mr. Murphy, was a layman, and moreover had he been learned in the law, he would have been of the opinion that the order in the Clevenger case was unusual, in that it imposed conditions upon the right of the plaintiff to dismiss a suit for divorce. Your commissioner is of the opinion that under the evidence petitioner had no personal knowledge of the article complained of until after its publication, and Mr. Murphy and Mr. Karl Walter (the man who edited the article) were servants of the petitioner, and made an honest effort to report correctly the proceedings without any intention of offending the dignity of, or impeding the proceedings of the circuit court; and there is no evidence tending to prove that the agents of the petitioner had any intention of obstructing the orderly course of justice or of criticising the court."

Notice! Nothing is said of any laws protecting an editor who publishes court proceedings, nor is there any defense made in regard to the liberty of the press; the whole opinion is rather an apology to the judiciary for the article being published, and places the editor in the light of a suppliant rather than an aggrieved person seeking justice; thus placing the editor and newspaper subservient to judicial power. Mr. Nelson has been subjected to much expense, loss of time, and the humiliation of resting under a jail sentence. He has no redress.

Daniel Webster said: "The contest of the ages has been to rescue liberty from the grasp of executive power. On the long list of champions of human freedom there is not one name dimmed by the reproach of advocating the extension of executive authority." What would Webster have thought had he known that many years after the establishment of this land of freedom a supreme court of one of our great western states would fine and sentence to imprisonment three men for publishing criticisms on their judicial acts? Yet this is exactly what happened in Idaho within the past year, when Publisher Sheridan, Managing Editor Broxon, of the Evening Capital News of Boise City, and also a Mr. Cruzen, were each fined $500 and sentenced to imprisonment for ten days. Mr. Cruzen had boasted during the campaign that he controlled the political policy of the News, but later declaimed on oath that this was "untrue and just politics." The publication upon which the contempt charge was based strongly criticised the action of the Supreme Court of Idaho for not allowing petitions to be filed in nomination of progressive electors. The contempt charges also included a published communication from former President Roosevelt relative to the matter. Understand, I do not advocate freedom of the press in the literal translation of the old Norman word "freodom," which means free according to the will, but liberty of the press. Liberty is derived from the Latin word "libertas," or free according to law.

In order to preserve a proper respect for law and order newspapers should be chary of their privilege in using criticism against judiciaries, as it is right and just that courts should enjoy greater protection than other departments of public government. Upon the courts rest the peace, equity and order of society, and the perpetuation of the republic. Destroy faith in the integrity of the laws of our land and nothing less than anarchy and chaos would reign supreme. Courts and the press should work in harmony, neither subservient but each the compliment of the other. Supreme court judges lower the dignity of their high office when politics is allowed to influence them in rendering a decision. They lower still further their prestige by resorting to measures within their power to club the public press into submissive silence. Judges should understand there are limitations to their powers as well as there are well defined limitations to the boasted liberty of a free press in a free country. The right of a newspaper to report court decisions and proceedings and comment thereon is as old as the printing press and should never be abridged. However, nothing is gained by vituperation and vilification on the part of the press toward judges and courts of justice. It has long been an exploded theory that force can be obtained only by vilifying epithets. Nothing is stronger or more forcible than a calm, sane arraignment of facts which the public can easily comprehend, and from which even judges have no method of avenging; unless they take the right, as appears in the Idaho and Missouri cases. Then it can only act as a boomerang, as the public have the ultimate decision regarding the acts of public servants. The various departments of a republic have their well defined duties. Presidents and governors have advisory and executive powers; Congress and legislatures, the law creating power; while the power of judges and courts is purely administrative. When judges attempt to wield a political club, expecting to remain shielded by the impregnancy of their high positions, and further desecrate their office by attempting judiciary intimidation of the press, it is high time for the people to make future demonstrations of a like character impossible.

Newspapers have a long established duty in the guardianship of justice and liberty. From time immemorial fearless newspapers have turned the searchlight on public officials, and thousands (among whom are federal and supreme court judges) have been obliged to retire from public life.

Newspapers and magazines are helping to accomplish a grand work in clearing up the white slave traffic, and making the old tribute custom to police officers unpopular. This is one of the noble lines of work now before the public which has largely been brought about through press publicity.

The right to criticise should be extended rather than restricted in the press, and yet it seems to be the trend of the times that executives and lawmakers in various states are trying to pass laws abridging the rights of a free press.

Unless the members of the newspaper fraternity become alive to the situation the "Great Toe" will have advanced and dimmed the lights. Editors Wayland, Warren and Phifer of the Appeal to Reason, published at Girard, Kan., have been undergoing prosecution for over a year in the federal court of that state on a charge of misuse of the mail in their publication of alleged scandals said to have occurred at the federal prison at Leavenworth. Editor Wayland became discouraged and committed suicide. In April of this year Federal Judge Scott sustained the demurrer on the part of the defense and practically quashed the cases against them. They have been put to great expense and mental anxiety to fight a case in which the federal judge has practically held was brought without just cause.

The libel laws, with all their intricate ramifications, subject to various interpretations and reinforced by numberless technicalities, furnish a prolific field in furnishing clubs to the unprincipled politician or political gang who may endeavor to subsidize a newspaper.

One would infer that libel laws were of recent origin and instituted after the printing press was established, but this is not true. In the old Mosaic laws there were laws against libel and slander, and these have been handed down through the centuries, through ancient Egypt and Athenian laws to the Romans, and it is from the latter that England derives her common law upon which our laws are founded.

John Peter Zenger, who in early days of the republic made a fight for freedom of the press in Colonial New York, was the means of establishing the principle at his trial that in libel prosecutions the jury are the judges of both law and fact.

For many years this jury law was a safeguard to free journalism. The fundamental principle of press liberty and that truth alone justified publicity, was a safe rule and was recognized by jurors and proved a safeguard to the editor.

Times have changed. This is a critical age. Judges, lawyers as well as laymen, are seriously questioning our jury system. The jury system has long been looked upon as one of the sacred institutions of a free country, and that to be found questioning the justice and efficacy of such a time-honored institution will perhaps be looked upon as little less than treason.

However, when an editor publisher is called before a court of law on a libel charge and expects to get justice, let him look well to the class of men chosen to mete out justice. Men of intelligence and keen mental caliber are not wanted as jurors. A line up of "twelve men good and true," sole judges of the merits of the publication, would not find one in the bunch who would be able to tell a legal from a newspaper item, or a headed article from a chattel mortgage advertisement; yet these men are the sole judges of both law and fact that constitutes a libel suit. How are they to know that the headliner is supposed to choose few words with the least letters which will contain the gist of the article following. Necessarily these words must be strong and to the point, often sounding harsh and unwarranted, yet strictly in accordance with the recognized newspaper ethics. Even supreme court judges fail to recognize this well known rule among publishers, and sustain the findings of the jurors in the lower court because of strong headlines.

Again, no editor or publisher can tell whether jurors are prejudiced or not. Something published years before may stick in the mind of a juror who awaits his chance to get even. A case in Codington County, S. D., came under our observation illustrating this point. An old Scotch farmer was drawn on a libel case jury, and at the close of the trial the editor was judged guilty and given a stiff fine. The old Scotchman was heard to remark afterwards, "I've waited about eleven years to even up with thot mon." Where a verdict rests on the unanimous concurrence of the twelve jurors as in libel cases many compromise verdicts are the result, which are always unjust. Either an editor is entitled to an honorable acquital or the libeled party is entitled to appreciable damage. A jury should never allow themselves to assess a fine against an editor to please one or two men of a jury. It would be much better if a three-fourths majority should rule. Of the numerous libel cases in which I have had personal experience or have been an interested spectator during the past eight years, it has been found after the return of the verdict that the minority of the jury has ruled because of the indifference on the part of the other jurors to the rights of the publisher; not being familiar with his code of ethics or the stress of circumstances under which a large part of his copy is prepared or his motives in publishing news items or editorial comment. An unintelligent jury is an unprincipled lawyer's chief asset in libel cases. He works to befuddle, confuse and prejudice his legitimate prey — the jury. This can be accomplished in various ways, and easily by the use of legal phrases and citation of cases.

An editor publishing a street fight, an automobile accident, or a shooting affray, where he is not an eyewitness, runs the risk, through some inaccuracy of description, of being arrested for libel by some unscrupulous lawyer who may use one of the participants in the occurrence which furnished the news item, as a tool to further his ends.

Any word or words charging another with any crime, misdemeanor, or public offense or bring on him public ridicule or odium in the eyes of the law, is libelous per se unless proven true, and in criminal cases the truth must not only be proven but the publication must be proven made for justifiable ends.

Malice does not have to appear in the article or be proven on the part of the plaintiff. Malice is presumed by law. Actual damage does not have to be proven by the plaintiff on any words or sentences that the court judges is libelous per se. In regard to actionable language or libel per se, it would take a Philadelphia lawyer to differentiate the actionable language from the unactionable, or where proof of both damage and malice must be made. Newell, the recognized authority on libel and slander, says, on page 117, quoting from a decision rendered by Judge C. J. Shaw of the Supreme Court of Massachusetts: "The natural and most obvious import of the word 'steal' is that of felonious taking of property, or larceny, but it may be qualified by the contest. As one says of another, 'he stole apples from my trees' it imputes a trespass and not a felony and the words are not actionable. But if he says, 'he stole apples from my cellar,' it imputes a felonious taking and the words are actionable." Thus it would appear that in the State of Massachusetts only publications charging a person with a crime are actionable or libel per se.

On the question of privileged communications the law in different states varies greatly. In New York, according to Newell, no distinction is made between a public official and a private citizen. While comments may be made on his official acts his character may not be criticised. In Michigan the supreme court has decided the public is entitled to know the character of men who are candidates for office or in office, and while no one can lawfully destroy the reputation of a candidate by falsehood, yet if an honest mistake is made in an honest attempt to enlighten the public, it must reduce the damages to a minimum if the fault itself is not serious. In New Hampshire a newspaper may state in good faith and on reasonable grounds that any public officer has been guilty of official misconduct. Iowa has perhaps the most liberal laws, as the supreme court of that state has declared that newspapers may make charges affecting the moral character of any public man if the charges are made in good faith and on reasonable grounds.

Again supreme courts differ in the various states in holding what constitutes libel per se. In South Dakota, Nebraska, and many western states, language, when published holding another up to obloquy, contempt or ridicule, constitutes libel per se; and the Nebraska Supreme Court in a recent case held that not only the truth must be proven but that in civil cases as well as criminal the publication must be made for good and justifiable ends and proven so. Thus placing an additional burden on the publisher, and making it hazardous to publish the news in that state. Can you not see the "Great Toe" advancing that threatens the liberty of the press?

In all other phases of crime or misdemeanor a person may not be placed in jeopardy more than once by a court or jury trial. In libel cases an editor may be arrested and tried in criminal court and action brought again in civil court. He or she may be subject to a jail or penitentiary sentence, and again tried in civil court on the same charge, and a body judgment given which may again lodge him in jail to serve for the same offense. Even if he is acquitted in criminal court he can be brought before a civil court on the same charge. He spends time, money and patience and has no redress, as an action for malicious prosecution seldom lies.

A woman editor has not only these laws to contend with but she must meet the natural prejudice found in the average juror against a woman who assumes knowledge. Let a sweet, demure, helpless, little woman enter the court room and she makes every mother's son her champion.

Let a woman editor be arrayed in a court of law, and jurors, who are beneath her in mental strength, begin at once planning to push her back into the niche man has made for woman since might made right. This is especially true if the woman editor assumes to raise the moral standard in politics. They say, "We don't want a woman sticking her nose in our affairs and judging the morality of men candidates. We will cinch her," and they proceed to do so, no matter what are the merits of the case. A lawyer of our acquaintance once said: "How dare that woman not play the political ball as we play it? We can break her easy enough; just get her into litigation, any excuse will answer, and she will soon beg for mercy and eat the crumbs from our hands." That woman has had to defend in seven lawsuits within eight years, and is now fighting two out in the supreme court of her state. She hasn't begged for mercy or eaten crumbs, but she and her family have spent thousands of dollars defending their rights as editors and publishers. She never had had a lawsuit in her life up to the time she defied the political gang.

Endless expense can be made for the defendant in demurrers, motions, and depositions, and when one gets into the supreme court the expense accumulates much more rapidly. It's like Herb Hutchins, who hung around the mines in Arizona. One day he got too close to a shaft and fell in. He dropped one hundred and twenty-five feet, and struck with a thud. When found and patched together he was asked to give an account of himself. "Wal,' Herb groaned, "I got to expertin' around, and the first twenty-five feet was all the owners claimed, but after that I got to goin' so dummed fast I couldn't take no notes." Let the lawyers get in supreme court and get tangled up in technicalities in the case, and they get to goin' so blamed fast it's impossible to take notes, and you are mighty fortunate if you get the merits of your case before the attention of the supreme court judges. All this is in the libel suit game, and if you win, you lose time, money and nerve energy, which should have been granted you to improve your service to the public in the press. At the close you have no redress and nothing gained but experience, which may not help you in avoiding another libel suit as soon as the political powers desire to move on the chess board.

A prominent member of the bar in South Dakota said to me recently: "Mrs. Eastwood, I should think you would enjoy managing and running a motor car. There is the same element of danger that you find in editing a newspaper while defying the political gang in power." Great Caesar, No! There is no comparison, I replied. In running a newspaper we have to depend largely on help in gathering material with which to keep the public interested and the machines going. You may furnish a lot of enjoyment to the public, but to the editor it is a steady grind. You may accomplish some good, but you never know whether you will arrive. A noted religious writer has truly said, "Public sentiment is as slow to boil as a kettle, and cools much sooner." A car gets you over the ground with speed and accuracy. In case you have a spill you are not compelled to call in twelve incompetent men to pass judgment on the make-up, men who wouldn't know a cog from a carburetor, and who would insist you are criminally in possession of an incendiary torch if you stated your ignition system was out of adjustment.

What does the average juror know of libel per se. Ask him if he wished a drink of aqua pura, and he'd think you were trying to poison him. However, when supreme courts differ on what constitutes libel per se, how can you expect the poor juror to be a competent judge.

Much can be said of the splendid work President Wilson is making in New Jersey on the sheriff jury call system. The sheriff is, nearly always, the tool of the political gang in power, and upon him devolves the selection of jurymen after the regular venire is exhausted. If politics enter into the case you may be sure he does not neglect his opportunities. Newell lays down the following authority, which, however, does not apply in some western states, according to supreme court decisions:

The Extent of the Right to Publish the News

"The right to publish through the newspaper press such matters of interest as may be properly laid before the public does not go to the extent of allowing the publication concerning a person of false and defamatory matter, there being no other reason or justification for so doing than the mere publication of news.

"There can be no question at this late day but that the public newspaper has a right — whether it shall be regarded as its duty or not — to discuss those matters which relate to life, habits, comfort, happiness and welfare of the people. In doing so it may state facts, draw its own inferences and give its own views upon the facts. It may err in its deductions, and if they are false they are not actionable unless special damages can be shown. But false assertions, when they impute the commission of a crime, are actionable, and when not based upon any facts legally tending to prove the crime imputed, the publication cannot be said to be privileged. It will not do to say that such a publication was made with reasonable care, however good the motive may have been, etc."

Thus it would appear that an editor selected for political hazing prints at his peril items of wife desertion, a street embroglio or kidnaping until it becomes a matter of court record.

Under the caption of "Who Is the Proprietor?" the same noted authority says: "As it is clear that the proprietor of a newspaper is both civilly and criminally responsible for whatever appears in its columns, although the publication may have been made without his knowledge and in his absence, it may be well in this connection to make some inquiry as to who is in law held as such proprietor." Then the authority proceeds to explain that any person having any interest, except as mortgagor, is held liable.

Press associations have been in the habit of sending lobbyists to work in the interests of the newspaper profession. Would it not be far better to send members of the press as members of Congress or legislatures endowed with power to use influence with votes? Isn't it about time to make the national and state press organizations mean something besides an annual meeting and good time? Labor organizations provide funds to protect the interests they stand for. Corporations provide unlimited funds to protect their rights and privileges. Medical associations provide funds for the defense of a prosecuted member; why shouldn't press associations provide a fund to be used in protecting the liberty of the press when assailed by judicial or political power.

ADVERTISING RATES FOR THE SMALL TOWN NEWSPAPER

By J. B. Powell, Instructor in Advertising, University of Missouri, at State Press Association, Pertle Springs, Mo., June 26, 1913

A VITAL relation exists between the rate you charge and the way you handle your advertising and the future growth of your town.

It is a well-known fact that a town's retail trade territory — the thing that makes, or the lack of which breaks a town — is in practically all cases measured by the circulation of the newspapers in that town.

No town can extend its retail trade limits further than its local newspapers' circulation, and I believe that if every editor in Missouri, or in any other state, would make that fact plain to his local advertisers, he would have no trouble to get not only a living rate for his advertising but a growing rate for his advertising.

Get Full Value

In other words, it is just like this: If Merchant Jones wants you to print his full page advertisement for ten dollars, tell him you will if he will sell you a $20 suit for $10. Tell Merchant Jones you are in business for the same purpose that he is — to make a living — and you can no more afford to sell your merchandise at a loss than he can. And, if Merchant Jones can't see the light and takes his ad to the "fellow across the street," let him do it, for if it hurts you to lose business, it certainly hurts the other fellow a whole lot worse to take business and lose on it.

Simplest Way to Solve Problem

The simplest way to get at this problem is to talk to the publisher across the street and forever settle this rate-cutting business, for in the last analysis, the fight narrows down to the combined wits of the merchants against the wits of the newspaper publishers. Merchants know they can work you publishers against each other for their own benefit. Why don't you wake up to the possibilities of combination and show them a thing or two.

Every publisher knows that it is no more possible for a newspaper to sell a full page advertisement for ten dollars and make money on it, than it is for a grocer to sell forty pounds of sugar for a dollar and make money on it. But you are each afraid the other fellow will take it, and your competition combines to ruin the future of your town.

An Age of Cost-Finding — The Trade Paper

The bed-rock time has arrived in the newspaper and printing business — as it has in every other.

This is an age of cost-finding and honesty in business. Every line is waking up. Do you know that there are in New York City alone more than two thousand trade journals, each striving to better a profession or trade. Each is working to its highest ability to find better methods for helping its trade or line of business endeavor.

There are nearly a dozen trade journals in Chicago, New York, Boston and Philadelphia devoted to the newspaper and printing business. I wonder how many publishers ever subscribe for any of them.

The Farmer Is Studying

The farmer is studying his problems. He is experimenting with crop rotation and scientific fertilization. He is trying to make the dry year a profitable year. In other words, he is trying to make the dull season profitable. He is subscribing for all the farm journals he can get and he is studying them — in many cases to the exclusion of his home newspaper.

* * *

The merchant, butcher, the baker and the grocer are asking the question, "Where have my profits gone?"

And the time has arrived for the newspaper man to ask the same question about his business — it is high time that he does it! If you have been making your living off the little county printing the politicians have condescended to give you, you had better watch out — for commission government may get your town.

A Few Words About Advertising Rates

And, when you make a real investigation of advertising rates, you begin to feel that almost everybody has more horse sense about the cost of advertising and printing than the man who is in the business — the very man who is supposed to be an authority on it.

Preacher Becomes an Advertising Man

The local preacher decides to publish a church program. He goes to the local printer and gets an estimate. Then he takes it over to the other printer who is a member of his church and makes him cut to get the job. Then he takes the dummy and marks it into squares. He knows what it will cost him to produce it. So he very simply adds a little more to his squares and goes out to the merchants for advertising. The merchants all come in for their cards at $2.50 each. The program is printed and Mr. Preacher collects for his space. It cost him six dollars. He has a nice folder to pass around in church next Sunday and in the meantime has declared a dividend of six dollars for his half day's work. And he seriously considers changing his profession because he sees the possibilities of the publishing business. And, right now, I want to tell you that many of them do — and I have yet to see the one who hasn't made money at it.

These examples could be given without limit. There is Smith with his lodge program. There is Jones with his theater program, and Brown with the county fair program. They all make them pay, because they just add a little more to the cost of production.

Why in the world doesn't the local newspaper man absorb some of this business ability that seems so common elsewhere? Why doesn't he find out what his paper costs and then put his rates where they will carry it and just a little more?

The best philosophy I have heard from a Missouri editor was during Journalism Week at the University last spring. It was from the owner of the Hume Border Telegram, when he said:

"I got to studying the city papers and I found that when business is light they don't print so many pages. So when business is light in Hume I cut her down to two pages — but I make money on these two pages."

Let me tell you, gentlemen, the cashier at the bank will treat you with a great deal more courtesy if you print four pages at a profit than he will if you print eight pages with an over-draft.

Specific Cases

You can't produce a four-page paper — if you value your time at anything — with a circulation of fifteen hundred copies, for less than $30. You can't produce a six-page paper of fifteen hundred circulation for less than $40. And you can't produce an eight-page weekly newspaper of two thousand circulation for less than $65 or $70. Now if your advertising averages half the space, it shouldn't be very difficult to figure a profit on the job — for that's what your paper is. Its a daily or weekly job. Do you win or lose on it?

A Convincing, Practical Illustration

I know a man in this state who is printing a six-page, six-column daily. It is costing him, according to the above figures, in the neighborhood of $1,000 a month to produce it. He is running his advertising at the rate of a dollar an inch a month — or to be exact, at the rate of $0.038 an inch. His paper averages about half advertising, or a little better. His daily income from advertising is about fifteen dollars. His circulation income is practically nil, for the men from whom he purchased the paper had just held a contest and scraped the counter clean. But we will give him the benefit of $10 a day circulation. This makes his total income not over $25, but we will give him a little more and make it $30. It still leaves him a deficit of $10 a day, or $260 a month counting twenty-six publication days. I understand he brought $2,000 to town when he came to the state — over and above the purchase price of the plant. According to the best mathematical probabilities, he will last just as many months at $260 will go into $2,000, with a couple of months leeway for possible overdrafts the banker will allow him.

If he was getting ten cents an inch he wouldn't be more than making a living, counting the depreciation on his plant, but he has forever foreclosed his future, by cutting his rate to three cents an inch — for he will never get enough capital ahead to get sufficient circulation to justify a higher rate.

Psychology of Higher Rates

Here is where the psychology of a high advertising rate comes in: Did you ever stop to think that we don't care for nor appreciate that which comes to us free or nearly so. If we purchase a hand-saw at the ten-cent store, we don't care whether the kids saw nails with it or not. But if we pay our Keen-Cutter dealer four dollars for a hand-saw, we are careful not to let the wife saw the soup bone in two with it.

Low Rates Decrease Prestige

Exactly the same analysis holds good in advertising rates. The newspaper that cuts its space rates lower than its competitor, thereby decreases its prestige and its value in the merchant's eyes. Merchants haven't much faith in the advertising value of a low rate newspaper — for the main reason that it doesn't cost them much to buy its space. And the newspaper publisher that places a living rate on his space, immediately lifts himself above his competitors. Because — back again to the hand-saw analysis — we respect that which costs us money and effort, and we despise that which comes without much expense or effort.

A Few Words About Rate Cards

Every newspaper must have a printed advertising rate card. This card should be on file with every merchant and advertiser in your paper.

You will never build permanently for the future if you don't adhere to the rates on your card and give no one an advantage. I am a firm believer in the value of the sliding scale of rates for the small town.

For the daily, I would give my best rate to the man who would advertise with me every other day throughout the year — but I would give him no inducements to cause him to repeat the same copy.

For the weekly, I would give the best rate to the man who used a certain minimum each week — but I would charge him the same rate whether he repeated the same copy or not.

The man who advertises but once a year should have to pay his proportion of cost for your maintaining a paper for him to advertise in when he wants to.

When you go to St. Louis you pay the street car company a nickel for maintaining a conveyance for you throughout the year. The man who lives in St. Louis and rides every day, can get his tickets six or seven for a quarter. I don't believe a weekly newspaper of a thousand circulation can run advertising for less than ten cents an inch at a profit.

I don't believe a weekly newspaper of two thousand circulation can print advertising at a profit at less than fifteen cents an inch.

The Honorable President of this Association has the only printed rate card that I have ever seen from a weekly newspaper in Missouri — there may be more, but I haven't seen them. His rates are:

First 50 inches in a year, an inch	25c
Next 50 inches in a year, an inch	20c
Next 50 inches in a year, an inch	17½c

Next 50 inches in a year, an inch	15c
Next 50 inches in a year, an inch	Free
All over 250 inches in one year	15c

Here are the advertising rates that the University Missourian has found the best after five years experiment:

Space without contract	25c
200 inches	22½c
500 inches	20c
1000 inches	17½c
2000 inches	15c
5000 inches	12½c
Ten inches, one time a week	20c
Five inches, every other day	15c

These rates are based on a sworn paid circulation not falling below 1,500 copies daily.

Same Rates on Foreign as on Local Advertising Right and Obtainable

Now these rates hold good in foreign advertising as well as in local advertising and you can get every line of foreign business on them if you will hold out and make the agents pay them. And they will pay them if you present the last ditch first when you receive a piece of copy.

Just this last winter, the University Missourian received several half page advertisements from N. W. Ayer & Son for the Country Gentleman. At the first of the year we had sent the agency our rate card. In spite of this with the proof of the first ad came a check for the space at five cents an inch. Immediately N. W. Ayer received a telegram as follows: "Missourian rate is 25 cents. Refer to your files for rate card." Back came the order to run at 25 cents.

There is no wonder the agencies are continuously trying to beat the newspapers — most of them are so easy. I would do it myself if I were an agent.

And a little note here about business system: I desired some information this last winter about various Missouri newspaper rates and circulation. About forty letters were sent out. Only about half of them answered, and only a small proporition of those that did answer used a business letterhead. Most of them answered my questions on the bottom of my letter and fired it back. Three Missouri newspaper letterheads have come to my attention this last winter, that in no place mentioned the name of the town where the newspaper was published. I presumed they trusted to the postmaster to supply that when he cancelled the stamp.

If a peanut stand was run with such slip-shod methods, it would not last a week if it had any competition. The only way to make a paper grow is to use business methods and meet business men in a business way — for as stated above, the bed-rock time has arrived in the newspaper business for the man in the small town.

Salesmanship of Advertising

And this brings up a few remarks about the salesmanship of advertising that should be included in this paper.

Do you go around to your merchants about Wednesday morning, for Thursday's paper and say:

"Want to run an ad this week?" or do you say:

"Well, shall I repeat that same ad again? It won't cost you but $2 this time — you know we still have the type standing?"

The editor who solicits business this way is like the clerk who, after the customer has made a purchase, says:

"Nothing more today, Mrs. Jones?"

"No!" Mrs. Jones says, "nothing more," and goes out, leaving the clerk to resume his siesta.

If I was running a store and one of my clerks said that to a customer, I would fire him before he opened his mouth to drive another customer out of the store.

The good drummer usually steps into the grocery store, buys a good cigar, hands another across the counter, passes the time of day, asks the merchant how business is going. Compliments him on his window display, asks him how Lenox soap is selling. Then he tells the grocer how Smith over in another town sells more soap than any grocer in town by doing it this way. Pretty soon Mr. Grocer has his head buried in the samples and is buying an order, when fifteen minutes before he wouldn't have thought of it.

Expert Advertising Aids Soliciting

Why not go to your local jeweler this way:

"The school superintendent tells me there will be forty-eight high school graduates this year. Each graduate will get from two to a half dozen presents. Here is a good advertisement along this line that I wrote for you. I got these cuts from the manufacturers who were glad to lend them to you. I have left all the blanks open for you to fill in prices. Let's fix up a good window display of watches, rings, pins and other appropriate commencement gifts, and here is a good circular letter that I got up for you to send to the graduates, and another for their parents. Let's tell them these gifts are just as good as Jaccard handles in the city. Now let's send these letters, print this ad and make the window display all at the same time.

If the jeweler still holds back, show him some ads clipped from the city papers along the same line and get enthusiastic about it. Tell him he has a better chance at this business than the city merchant, because he is on the ground floor where they can examine the articles and in addition the people are all acquainted with him and have confidence in him.

Then you will see this jeweler begin to have confidence in your ability to run a newspaper. If he follows your instructions you won't have any trouble in getting him next commencements — and then it's but another step to show him that if he can pull trade for Commencement and Christmas time, he can pull it any time by the right kind of advertising — and you have done it by being of service to him — showing him how to increase his business.

Show any man how to increase his business — how to make more money — and he's your friend forever.

And now, back to the original statement:

"There is a vital relation between the rates you charge and the way you handle your advertising and the future retail growth of your town.

In proof of this, need I do more than to point to Colonel Nelson and the Kansas City Star. He started, possibly within the memory of a great many of you editors, just as humbly as you are — except perhaps he had more borrowed capital than you have. He has built a great newspaper and he has built a remarkably good advertising town. Do you know, there is not a half dozen firms in all Kansas City that do not use space in the Star some time during the year?

Your town may not be a Kansas City, and your newspaper may not be a Star, but you can make the most of your possibilities. When Kansas City out-grew the weekly newspaper, Colonel Nelson turned it into one of the most profitable agricultural papers in the West. And Colonel Nelson has seen to it that every merchant in Kansas City is a believer in newspaper advertising — yes, Kansas City Star newspaper advertising. And you can do the same thing in your town in your small way —

f you build for the future instead of "spending your time fighting the "fellow across the street."

You know, you've been doing that for the last twenty years, and you are not much further ahead than you were when you started. So why not use the new system?

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COST OF ADVERTISING IN DAILY AND WEEKLY NEWSPAPERS

By E. K. Whiting, Owatonna (Minn.) Journal-Chronicle, Representative Second Illinois Cost Congress, Springfield

I REALIZE that perhaps some of the figures which I shall place before you will seem almost beyond reason, but I trust that when I am done you will not say to me as did the German to Mark Twain. Mr. Twain was travelling in Germany and was one day introduced to a German who said, "Mr. Twain, they tell me that we Germans are thick-headed and cannot see a joke. I wish you would tell me a joke and I will see if I can see the point." So Twain told him of the fellow down in Kentucky who had such large feet that when he wanted to pull off his boots at night it was necessary for him to go down to the fork of the roads. The German studied awhile, scratched his head, and finally said, "Why Mr. Twain, that is no joke, that is a Tamm Lie."

Nothing the Matter With the Printing Business

The study of costs has been the one uppermost thought with the printer for the past few years and such gatherings as this one have been responsible for the great advancement made by the printers of this country along the lines of cost knowledge. It has been customary for printers to deplore conditions which exist and to look upon the printing business as the one calling of last resort. I will confess that in my moments of discouragement I have felt the same way as many others have in regard to their business but the more I have studied the subject of costs, the more I have come to feel as a friend of mine in Minnesota once aptly said in a gathering similar to this. Many present had taken occasion to depreciate the printing business when my friend rose and said, "Mr. President and gentlemen: Nearly every one seems to delight in saying unkind things about the printing business and I want to take issue with them. Show me a business which has been conducted at a loss for years and years and yet stands sixth in the industries of this great country. Gentlemen, I take off my hat to the printing business." Every careful student of conditions knows there are few, if any, better lines of business today than the printing business. What fault there is does not lie with the business but rather with the lack of business knowledge and accounting systems on the part of the individuals who are engaged in it.

Sources of Betterment of Trade Conditions

The Ben Franklin and Typothetae organizations over the country (and most certainly the trade papers that have spread abroad, enforced and preserved in permanent form the teachings, systems and results.— Ed.) have been responsible for the betterment of trade conditions and personally I wish to express appreciation of the work done by the Ben Franklin organization and to President Hartman, for it was largely through these influences that I came to see the light and was enabled to put my own business upon a proper basis and avoid what must otherwise in the end have spelled disaster. When Ben Franklin Clubs were organized in St. Paul and Minneapolis it was my good fortune to come in close touch with the members thereof and I soon caught their enthusiasm and profited greatly by the knowledge they were acquiring in the subject of costs.

A Proof of Greatness — Suspending a Paper Because It Would Not Look a Cost System in the Face

I do not know what sign of greatness I possess which should have induced your secretary to have invited me to speak to you today unless it lie in the fact that I had the good sense to suspend the only daily paper in a city of 6,000 inhabitants simply for the reason that it persistently and consistently refused to look a cost system in the face.

When a cost system was installed in our office we supposed that our prices for job printing having been placed upon a correct basis, our troubles would then be over. But, in our case we were, unfortunately, like the man who married thinking his troubles all were over, we too soon began to realize that they had just begun. We still had an appalling leak in our business, notwithstanding the fact that our job department showed a good profit. It was then that I awoke to the realization of the fact that the great percentage of the troubles of the country printer-published lay with his newspaper and not his job department. We were at that time publishing a six column folio daily and an eight and twelve page weekly. These were at first carried on one ticket as the newspaper, but as the tracers came through each month showing a loss, my curiosity was aroused to know which wheel had a flat tire. The daily and weekly were then given separate tickets and the daily at once showed up a steady and persistent loser. The weekly, too, though given the benefit of half the news composition, half the editorial salaries, etc., came far short of looking like a good thing. A careful study of the situation resulted in increased advertising rates for both daily and weekly and an extraordinary effort was made to swell the receipts to a point where the daily would be made at least self-supporting. But the cost tracers continued to tell the same sickening story and after comparing our cost sheets with the few — I am ashamed to tell you how few — fellow publishers in my own state who had a cost system, and finding our own costs far below others, we announced that the daily would be suspended at once.

That you, who conduct both daily and weekly newspapers may get an idea of what such publications cost I will give you the cost of our combined issues for an average month — the circulation of the daily at that time being 700 and the weekly 2,500:

DAILY

Stock and Total Mechanical Costs	$386.20	
Direct Expense	245.02	
	$631.22	
Daily Advertising		$275.18
Daily Foreign Advertising		23.08
Daily Subscriptions		150.00
		$448.26
Net Loss		$182.96
		$631.22

WEEKLY

Stock and Mechanical Cost	$156.08
Direct Expense	164.78
Half News Composition	71.80
Ad Composition	15.03
	$407.69

Weekly Display Advertising	$ 97.69
Weekly Foreign Advertising	37.05
Legals	58.46
Locals	4.10
Subscriptions	200.00
	$397.30
Net Loss	10.39
	$407.69

To reach the cost of display advertising per inch for the daily it is only necessary to subtract from the cost of the month's issues the subscription receipts and divide the remainder by the number of inches actually carried. To illustrate let us take the month cited above where the total cost of the month's issues was $631.22. Subtracting from this the subscription receipts, $150.00, we have $481.22. In that month we carried 4,800 inches of advertising which brings the cost per inch to 10 cents. When you stop to consider the rate charged by the average country daily do you wonder that the publishers are not classed financially as they should be?

Advertising Cost Per Inch Shown

Having buried our daily edition we have continued to make a careful study of the cost of producing our weekly edition and I doubt not but that many publishers will be little short of astounded at the costs which I will now give you for each of two issues:

TWELVE PAGE WEEKLY

Stock	$ 9.17	
Hand Composition	42.80	
Cylinder Press	16.35	
Mailing	3.52	
Linotype Composition	33.75	
Direct Expense	54.90	
	$160.49	
Receipts from legals	$ 39.68	
Receipts from locals	10.20	$160.49
Receipts from subscriptions	50.00	99.88
	$ 99.88	$ 60.61

To arrive at the cost of display advertising we subtract from the total cost of the issue the receipts from legals, locals and subscriptions and divide the remainder by the number of inches of display advertising carried in that issue. In this case $60.61 divided by 380, the number of inches of display advertising carried that issue, makes a cost of 16c per inch for display advertising.

TWELVE PAGE WEEKLY

Stock	$ 9.36	
Hand Composition	35.04	
Cylinder Press	17.23	
Mailing	3.98	
Linotype Composition	35.95	
Direct Expense	51.61	
	$153.17	
Receipts from legals	$ 33.83	
Receipts from locals	8.54	$153.17
Receipts from subscriptions	50.00	92.37
	$ 92.37	$ 60.80

$60.80 divided by 524, the number of inches of display advertising carried that issue, makes a cost of 11.6c per inch.

The total cost of the first 17 issues of this year was $2,578.21. The receipts during this period from legals, locals and subscription was $1,635.38 and this subtracted from the above leaves $942.83 to be divided by 8,228, the number of inches of display advertising carried, making the average cost for 17 weeks 11.46c per inch.

The above figures are for the fat months of a year in which our paper carried both city and county publishing and do not cover the months of July and August in which advertising receipts fall off heavily and hour costs materially advance. In view of these conditions I would predict that our average cost per inch under normal conditions will be about 17.5c per inch. And at this point I would call your attention to the fact that all of the figures which I have given you have to do with COSTS and not SELLING PRICE.

Costs Shown Are Normal

To those of you who are on the point of saying that these costs are abnormal let me state that I have the cost tracers of a widely known country weekly of my own state which corroborate my figures surprisingly well. The average cost of an eight page weekly in that office thus far this year is $128.75, while the only eight page issue we have had this year cost $127.07. The average cost of twelve page issues in the former office is $155.35, while in our office the cost thus far this year averages $152.14. This is a remarkable co-incidence and should bring any doubting Thomas to his senses and set him at work to know — mind you I said KNOW — what his OWN costs are. There is absolutely but one way in which these costs may be determined and that is by means of an adequate cost system, properly installed and carefully kept. If you have a cost system don't think when you have a few monthly summaries that you know all about it, for it is only by keeping a constant monthly average that you may be sure of your condition. The costs vary widely month by month owing to conditions and the only safe way is to keep a perpetual monthly average.

Remunerative Ad Rates for Home Papers

A year and a half ago the Minnesota State Editorial Association appointed a committee to report upon the subject of remunerative advertising rates for country weeklies based upon the cost of production. In this report papers were divided into three classes, A., B., and C. Class A. being the eight and twelve page all-home print weeklies with 2,500 to 3,000 circulation. Class B. being the eight page home print weekly with 1,000 to 1,500 circulation and Class C. being the eight page patent inside weekly with 400 to 800 circulation. The findings of this committee were as follows:

Schedule of Advertising Rates — Class A. Sliding Scale

	Yr.	6 mo.	3 mo.	2 mo.	4 wk.	3 wk.	2 wk.	1 wk.
Set once	12	13	14	15	18	21	24	30
Set 2 times	12	13	14	16	19	22	28	30
Set 3 times	12	13	14	16	22	26		
Set 4 times	12	14	15	18	24			
Set 8 times	14	16	17	22				
Set 13 times	15	16	21					
Set 26 times	16	20						
Set 52 times	20							

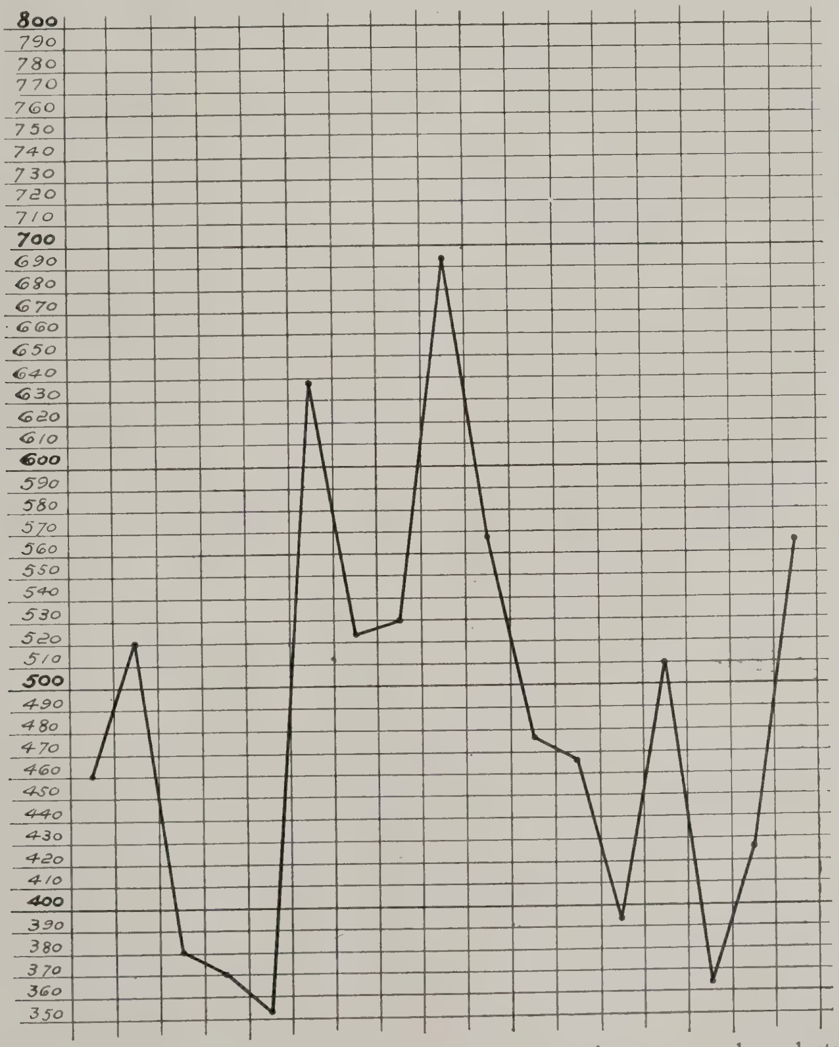
Schedule of Advertising Rates — Class B. Sliding Scale

	Yr.	6 mo.	3 mo.	2 mo.	4 wk.	3 wk.	2 wk.	1 wk.
Set once	12	13	13	14	16	17	20	25
Set 2 times	12	13	14	15	16	18	23	
Set 3 times	12	13	14	16	18	19		
Set 4 times	12	13	15	16	20			
Set 8 times	12	14	17	19				
Set 13 times	13	16	19					
Set 26 times	14	18						
Set 52 times	17							

The schedule for Class C. is practically the same as Class B. and the above table can, therefore, be taken for Class C.

Sliding Rates vs. Flat Rate That Has No Justification

Our committee reported unanimously in favor of the sliding scale of rates in preference to the flat rate so commonly used. We did so for the reason that the flat rate has no justification in the face of costs and is in fact a lazy man's invention for the benefit of the advertiser who now receives far too much for his money. It is an undisputed fact of mechanics that a given number of carloads of freight can be more economically transported where divided into loads of equal size than where a light load is hauled one time and a heavy one another, from the fact that in one instance the engine races while in the other it is laboring under undue stress. With a newspaper, where the amount of advertising is light, it is necessary to set more type or run more plate than the income warrants, and too frequently when the advertising is heavy it makes necessary additional pages which cost more than the additional advertising produces. That you may appreciate the fluctuations of advertising patronage let me show you the following chart indicating the variation of display advertising in my own paper the first four months this year: (See cut.)



Peak Load Chart

The greatest argument against the flat rate is the fact that it tends to make intermittent advertisers who come in during the busy season of the year and leave you to carry the burden of publishing your paper during the dull months. The constant advertiser secures larger returns from the money expended and is a satisfied customer, while the intermittent advertiser sooner or later comes to say that advertising does not pay and finally drops out altogether.

Reason for Sliding Rate

A Minnesota publisher in announcing the adoption of the sliding scale of rates very aptly stated the case when he said: "The flat rate is the creation of the advertising agent, who demanded the minimum of trouble in computing rates, but is not fair either to the steady advertiser or the publisher. The advertiser who makes possible the production of the paper week after week is entitled to better rates than he who demands a large amount of space for an issue or two and then probably uses none for a year."

Cost of Setting Ads

The cost of setting ads is a subject I have studied closely for the past two years and as a result of such study I have been contending, at every organization meeting where I have spoken, against the seemingly fixed rate of five cents an inch for such service. I have long believed that no publisher could produce advertising composition for five cents an inch. It is true that advertising composition varies in different towns and cities owing to varying wage scale and style of copy used. As a general thing the cost of ad composition increases with the size of the city owing to the fact that the merchants in the larger cities follow the metropolitan advertisers with heavy copy and cut-in prices. The average cost in my office is seven cents an inch and we are now charging ten cents an inch for such service. We have had but one month in which ad composition cost five cents an inch and that was one in which we had several full page ads with light copy. In March we set 1,130½ inches of advertising in 66¾ hours. This was an average of 17 inches an hour and at $1.20 per hour cost 7c an inch.

Advertisers Do Not Object to a Rate Covering Cost and Leaving Profits

It may not be amiss to say in this connection that the advertiser and the advertising agency do not object to paying a rate which includes a living profit to the publisher. They simply want to strike bottom. The manager of one of the leading advertising concerns in New York wrote me some time ago that his concern realized the educational work the Ben Franklin organizations were doing in the middle west for they had received notification of increased rates the past year from more publishers in Minnesota and the Dakotas than all the rest of the United States put together. This same friend of mine was at first somewhat alarmed by the upward trend of rates, but he recently expressed his approval of the sliding scale of rates as promulgated by the Minnesota State Editorial Association committee for local advertisers and the making of a flat rate for foreign advertising sufficiently high to provide a profit under all conditions. In my judgment, the antagonism of the publisher toward the agency and the foreign advertiser in the past has been the fault of the publisher almost altogether. Lacking the courage of conviction which comes with a knowledge of costs he has failed to make an adequate rate and stick to it, and in the second place the lack of proper accounting system has deprived him of a great deal of desirable and profitable business which would gladly have been given him under more ideal business conditions.

Exhortation for Continued Interest

I would appeal to every one of you to keep up your interest in these organization meetings for they are the salvation of our business. Do not rest satisfied to attend these meetings yourself, but make it your business to bring your competitors. I firmly believe in local as well as state organizations. In my own county we have an organization including every printer and publisher and we meet regularly every month. We have thus been able to overcome trade abuses but what is better still, we have come to know each other better and in a friendly spirit have done away with friction and made it possible for all to get a fair price, including a living profit.

Get Better Idea of Worth of Service

In closing, let me quote a Kansas publisher who replied to the questionaire sent out by the Department of Journalism of the Kansas University asking for suggestions for the betterment of the publishers' condition in that state: "Let the newspaper man get a better opinion of his own worth to the community. Let him get a better idea of the worth of his advertising space. He is doing as much for his town as the banker and the doctor. He ought to have as good clothes, work as few hours, and have as good an automobile. The newspaper publisher generally should be made to go to a newspaper business college for three months and have better business methods forced into him."

* * *

A bad business combination: An employer who tries to get the most work possible out of his helpers for the least possible pay, and employees who are content to draw their pay for the least possible work.

* * *

Men who succeed are unwilling to admit that there is any such thing as luck. Men who fail are sure that luck is against them. The truth probably is between these two extreme opinions.

SUCCESS OF GRADUATES IN JOURNALISM

Wonderful Advance of the Schools of Newspaper Making

When the University of Missouri established its School of Journalism five years ago there began a discussion from newspaper men throughout the United States of the old question of whether or not journalism could be taught outside of a newspaper office. That discussion still ensues, but now with the teaching of journalism five years old and with instruction given in thirty-five universities and colleges, a collection made of all material published and available on the subject in that time by the directors of the Missouri school shows a marked change of attitude by both the country and city papers.

The Missouri School of Journalism has sent out forty-nine graduates. Of these more than 80 per cent are employed in good positions and have been employed continuously since graduation. Ten per cent have left the newspaper field after graduation for other work in which they also specialized while in the university. From the others no word has been received. Here are the names and positions of some of those who have received the degree of Bachelor of Journalism in the last five years:

Charles Arnold, editor Rolla, Mo., Times.

Robin P. Gould, reporter El Paso, Texas, Herald.

Gussie V. Kenton, make-up editor St. Louis Star.

John B. Powell, instructor in advertising in the School of Journalism, University of Missouri.

D. R. Scott, state correspondent Detroit Times.

Claude A. Brown, reporter Muskogee Phoenix and teacher of journalism Muskogee high school.

Vaughn Bryant, literary department Kansas City Star.

Joseph E. Chasnoff, advertising, St. Louis Republic.

Jasper C. Hutto, city editor Birmingham, Ala., Ledger.

Oscar E. Riley, reporter St. Louis Globe-Democrat.

Herbert W. Smith, instructor in photo-engraving in the School of Journalism, University of Missouri.

Harry E. Ridings, advertising, St. Louis Republic.

Ralph Pruyn, advertising bureau, Chicago.

Frank W. Rucker, Jackson Examiner, Independence, Mo.

Leo Wolfsohn, copy desk, Milwaukee Journal.

Edgar S. Baskett, Grit, Williamsport, Pa.

Henry E. Birdsong, reporter, Kansas City Star.

W. E. Hall, assistant city editor, Toledo, Ohio, Blade.

Sanford A. Howard, Slater, Mo., News.

C. S. Lewis, Lincoln, Neb., Star.

Miss Sara L. Lockwood, St. Joseph, Mo., Gazette.

Hugh J. MacKay, University Publisher, University of Missouri.

Robert S. Mann, instructor in journalism, University of Missouri.

Ward A. Neff, Daily Drovers' Telegram, Kansas City.

Francis Stewart, Muskogee, Okla., Phoenix.

Richard G. Tindall, reporter, St. Louis Republic.

Buford O. Brown, editor Plainview, Tex., Herald.

E. R. A. Felgate, editor, Kirkwod, Mo., Courier.

Fred M. Harrison, Gallatin, Mo., Missourian.

Henry H. Kinyon, Kansas City Star.

L. B. Phifer, Appeal to Reason, Girard, Kan.

Walter C. Stemmons, publicity department of the Agricultural and Mechanical College, Stillwater, Okla.

Earle B. Trullinger, real estate advertising manager, Cape Girardeau, Mo.

Hin Wong, syndicate writer, Canton, China.

Maurice Hicklin, assistant to editor-in-chief of the Little Rock, Ark., Gazette.

Miss Malvina Lindsay, Kansas City Post.

Miss Ellen Foley, Nashville, Tenn., Courier.

National Editorial Association of America

Twenty-Eighth Annual Convention at Colorado Springs, Colo., June 17, 18 and 19, 1913—Routine of the Proceedings and the Entertainments

THE convention was called to order in the hall of the Commercial Club, Colorado Springs, Colo., at 10 a. m., June 17, 1913, when Mayor C. L. McKesson — after giving, in a humorous vein, the privilege to the editors of enjoying the enchanting scenery, absorbing the sunshine, inhaling the fresh, invigorating mountain air, drinking freely of the pure, cold, clear waters and viewing all the wonders of mountains and parks, including the Garden of the Gods, Manitou, Cripple Creek and all the rest — spoke earnest words of welcome to, and of highest appreciation of, the press, and extended all the courtesies so justly their due and as gladly accorded in all sincerity, with goodwill and highest esteem. He closed with the following words:

"Colorado Springs, the chamber of commerce, the printers and publishers of this city, and all our civic bodies and people are honored and delighted by your visit to our city. On their behalf and on behalf of each of them I give you sincere, cordial welcome. We shall endeavor during your entire sojourn with us to show by our acts that our welcome comes from our hearts and not merely from our lips. We stand ready to do your bidding in whatever will add to your comfort or enjoyment. We will not burden you with souvenirs, or gifts which you can carry away in your luggage. We shall strive to present you with a souvenir of good will and kindness to be carried away in your affections.

"We appreciate the splendid work you are doing for the uplift of humanity, and we want to make this rest period of yours helpful to you. We trust that the sessions of your convention will be harmonious, pleasing, inspiring and uplifting, and that we shall be able to interest, entertain and please you while your convention is not in session. Such is our wish and our welcome."

I. W. Stevens, of Denver, represented the Colorado Editorial Association, acting as a committee of entertainment for the whole state, spoke of the newspaper profession and the work, and gave the broader welcome for the whole of Colorado and for the city of Denver and all other points to be visited.

Vice-President J. Clyde Oswald, of New York, was introduced and fittingly responded on behalf of the national association, thanking the gentlemen and the cities and the state which they represented for the generous words of greeting and for the welcome with all that was included therein, with assurance that all that had been said and all that had been prepared for enjoyment and instruction yet in prospect, met with the full appreciation and understanding of the editors from all parts of the United States here in convention assembled. The kind words and generous courtesies were accepted with the sincere thanks of each and all.

After the opening addresses, Robert E. Dowdell, of Artesian, S. D., retiring president of the association, surrendered the historic gavel, presented by the state of California, to A. D. Moffett, of Elwood, Ind., who was elected president on the last day of the convention in 1912. In their addresses both men spoke highly of the reception that had been accorded their association, and of the city of Colorado Springs itself, describing its scenic advantages as well as commercial aspects.

President A. D. Moffett then presented the annual address. (See page 485, July issue.) Under motion of B. B. Herbert, duly seconded, the address was referred to the Committee on President's Address for consideration and report as to action on the recommendation made therein. President Moffett appointed the following committees:

Credentials — George E. Hosmer, Colorado; E. L. Peterson, North Dakota; E. H. Tomlinson, New Jersey; W. A. Campbell, Ohio; Mrs. L. G. Ellingham, Indiana; H. B. Terrill, Texas; Louis C. Cramton, Michigan.

President's Address — H. C. Hotaling, Minnesota; W. A. Woodring, Indiana; Mrs. L. R. Eastwood, South Dakota; E. E. Williamson, Illinois; C. E. Curtice, Missouri.

Officers' Reports — B. F. McKey, Indiana; Homer Harwood, Michigan; Caroline Huling, Illinois; E. J. Gallagher, New Hampshire; E. R. Purcell, Nebraska.

Resolutions — J. Byron Cain, Kansas; John R. Rison, Tennessee; George Rountree, Texas; H. R. Moffett, Illinois; W. B. Collins, New York; J. W. Hanhow, Iowa; J. W. Stelny, Missouri; Guy W. Hardy, Colorado; J. Clyde Oswald, New York; R. E. Dowdell, South Dakota.

Memorials — B. B. Herbert, National Printer-Journalist, Chicago; W. W. Aikens, Advocate, Artesian, S. D.; J. Clyde Oswald, American Printer, New York, N. Y.; Guy U. Hardy, Record, Canon City, Colo.; Will A. Steele, Cordova, Alaska; Mrs. Mate Palmer, Banner of Gold, Chicago, Ill.

Mrs. L. R. Eastwood, of Watertown, S. D., Herald, delivered her address on "Laws That Club the Press."

Mrs. Julia V. Strauss, country contributor of the Ladies' Home Journal, of Rockville, Ind., gave "A Woman's Experience in Journalism." See page 505, July issue.)

TUESDAY AFTERNOON

The Daily and Weekly Newspaper Sections met in separate halls in the Chamber of Commerce Building.

The Daily Newspaper Department

President Moffett called the meeting to order, and W. W. Aikens, of the Franklin, Ind., Daily Star, presided, and E. H. Tomlinson, of the Daily Record, Morristown, N. J., served as secretary.

The meeting proved most successful and helpful. A long and animated discussion ensued covering all phases of the topic, "Making a Small City Daily Pay," in which everyone participated to such an extent that it became an animated experience meeting.

The discussion was brought out by the paper on the subject by Guy U. Hardy, of the Daily Record, of Canon City, Colo. This paper was voted the best and most beneficial that those present had ever heard. (See page 504 for this paper, July issue.)

The best ways of booming advertising, keeping down expenses, controlling delivery and securing circulation were taken up.

The general sentiment seemed to be in favor of pushing local news rather than telegraph news; all "circulating" schemes were opposed, the cry "cut them out" being heard from all sides. All schemes to get advertising for nothing were tabooed. Several particularly endorsed the view that the first duty of the publisher was to make his business a financial success, with the belief that it could then be of the greatest benefit to the community.

Intelligent study of the local field, hard work and keeping down expenses were given as essentials of financial success.

An address on "Socio-Economic Development and the Editor" (see page 476), written by Charles J. Downey, of the Mining Science, Denver, Colo., proved thoughtful and suggestive and brought out favorable comment.

Country Weekly Department

Frank O. Edgecombe, of the Nebraska Signal, Geneva, Neb., chairman, presided, with J. Byron Cain, News, Belle Plain, Kan., as secretary. The following papers were presented and discussed: "The Ad Club in Our Town," by C. E. Curtice, editor Miner and Mechanic, Neosho, Mo. (see page 499); "Cash Advance System," by Will Curtis, Plaindealer, St. James, Minn. (see page 480); "The Next Step in State Organization," by E. R. Purcell, Broken Bow, Neb. (see page 502); "Uncleanliness versus Cash in the Printing Business," by Walter Walker, Daily Sentinel, Grand Junction, Colo. (see page 47.)

The "Cash in Advance" plans and ideas of Mr. Curtis, elicited profitable discussion, mostly favorable to the plan set forth by Mr. Curtis, with some dissenting views. The idea of making the paper a necessity to all, considerate to all, with news of interest to all, fair, without fear, favor or prejudice, were some of the ways named to hold circulation or to regain lapsed subscribers.

The proposition of printing all the news all the time came up in a short talk by J. B. Cain, of the Belle Plain, Kan., News, who also acted as secretary of the afternoon session. "If a rich man's son is arrested for speeding," he said, "publish his name just as you would that of a poor man's son for any offense. Treat them all alike."

His Circulation Decreased

H. W. Shepard, of Altus, Okla., told the meeting that he adopted the cash-in-advance plan, and had lost half of his subscribers. "I am running a Republican paper in a strong Democratic county. I want to know how to get my subscribers back," he said.

"Change your politics to Democratic," came the cry from several members. The plan to organize states for advertising protection proved to be the afternoon's feature. Mr. Purcell's paper, as will be seen by reference thereto, dealt with the success his section of Nebraska had had with the plan, which consisted in getting advertising rates of uniform scale, to get the merchants of the various towns to impress upon the manufacturers of goods handled by them the necessity of advertising in the country weeklies and to stick to rates. "Stick, brothers, stick," was Mr. Purcell's conclusion.

Edward Albright, who came from Tennessee to attend the sessions, said that the suggestions about the advertising organization and the cash-in-advance system were worth all his trouble and expense in coming to the meeting. George Hosmer, of Fort Morgan, also made a short speech commending the scheme.

Would Have Papers Clean

"Uncleanliness versus Cash in the Printing Business" was the subject handled by Walter Walker, editor of the Grand Junction Sentinel. Mr. Walker dealt with his plan of clean newspapers and printing offices as the best forms of advertisement. "A clean newspaper office looks like a prosperous one," he said, "and naturally people will do business under the most inspiring surroundings."

A general discussion followed the paper, in which many ideas as to newspaper office arrangement were discussed.

Past President Herbert spoke of the efforts, from the very first, to introduce the plan of business co-operation along the lines of advertising, credits, etc. Times had changed since twenty-six years ago, when he advocated incorporation for the accomplishment of the ends in view, at the Denver convention, September, 1887, and besides it is doubtless better to begin work first in the several states and then lead up to national co-operation. He favored the new plan and believed the same feasible and conditions opportune.

Going outside of the minutes for the sake of reflecting the sentiments expressed and the impressions made rather than to give the lengthy details of the discussions, the following quotation is given from the account in the Colorado Springs Gazette of June 8:

"The formation of state organizations for the supervision of advertising to aid the publisher, the advertiser and the public, all fostered under the general supervision of the National Press Association, was the important legislation of yesterday afternoon's session of the convention, held in the rooms of the Chamber of Commerce in the Burns Building. The suggestion for the organization came from the meeting of the country weekly department, in which E. R. Purcell, publisher of the Chief, Broken Bow, Neb., presented in his paper on 'The Next Step in State Organization.'

"Frank O. Edgecomb, of the Nebraska Signal, at Geneva, Neb., who was chairman of yesterday's country weekly session, is known as the 'Pulitzer of Country Journalism.' Edgecomb has been blind for many years, and his remarkable ability as a publisher and writer has attracted attention from all over the country.

"The session was bristling with 'bread and butter' facts for publishers. The men talked shop to their hearts' content, compared notes on how they did business and thoroughly enjoyed their session.

"The editors joshed each other over circulation and advertising rates and plunged into the why and wherefore of matters largely connected with the business offices of their publications."

The Denver Daily Republican said:

"Probably the most important action of today's session was the starting of a nation-wide advertising organization for the protection of the publishers, the advertisers and the public, and the proposal to form state organizations that will insist on 'square deal' advertising for all three interests.

"The suggestion came in an address by E. R. Purcell, of Broken Bow, Neb., on 'The Next Step in State Organization.' The national body took up the matter enthusiastically.

"Frank O. Edgecomb, of the Nebraska Signal, at Geneva, Neb., the only blind editor at the meeting, known as the 'Pulitzer of Country Journalism,' presided at the meeting.

"Benjamin B. Herbert, of Chicago, publisher of the Journalist, and founder of the National Press Association twenty-eight years ago, and who has never missed a convention of the organization, took a prominent part in the discussion."

WEDNESDAY, JUNE 18

The convention was called to order in regular session by President Moffett at 9:30 a. m. Mr. H. C. Hotaling, of the Mapleton, Minn., Enterprise, read a paper on "Benefits of the National Press Association to Its Members" (see page 474). The same subject was treated in a paper by G. W. Hughes, Clinton, Ill., Register (see page 501).

W. H. Lauck, County Agriculturist Agent, of Colorado

Spirngs, was introduced to speak on the topic of his work for agricultural development.

He recited his numerous experiences at the various experimental stations in the way of improvements in seed, proper selection of grain according to soil, and the benefits derived from the establishment of farmers' clubs, for greater co-operation. He impressed on the visitors the necessity of co-operating with the agricultural scientists in their own communties and thus furthering the work of scientific farming for the betterment of the entire country. Mr. Lauck told of his numerous experiments at various stations established throughout this county, in the way of improvement in seed, proper selections of grains and vegetables according to the soil of the community, and the benefits derived from the establishment of farmers' clubs for closer co-operation. He dealt also with the questions of scientific dairying, the production and care of milk, cream, butter and cheese and the proper feeding of stock, particularly in regard to silo work. The recent work of the dairymen and stockmen in the employment of a tester of milk for the purpose of weeding out unprofitable stock, was also taken up and the speaker advised the editors to suggest the formation of similar organizations in their communities.

Mr. B. B. Herbert said that he felt like exhorting after the splendid talk on the rural improvement movement that is extending all over the country under the direction of Eugene Ball, with headquarters at Chicago. It is a movement of vital importance to the whole nation and of no less value to the newspapers, especially the home press. Every county in every state should be organized.

Counties that are organized are putting in as high as twenty thousand dollars and more. Bankers are agreeing to loan money to farmers for putting in silos or the purchase of improved stock, where farmers lack the funds, simply on the recommendation of the local county farmers' organization or the county agent.

He briefly sketched his experience in the formation and maintaining of a farmers' club from 1878 to 1886 in Goodhue county, Minnesota, that had been the largest wheat producing county in the world, but the soil had deteriorated by reason of continued wheat cropping. The movement — through the farmers' club — for ratation of crops, dairying and other measures for improvement, had restored the soil and made the county the second largest dairy producing county in the United States.

The discussions and doings of the farmers at the clubs make the very best, the most useful reading matter for the home or rural papers. The fact is that a large majority of the readers of all newspapers in the United States, except in four or five of the very largest metropolitan cities of the country, are directly interested in farm improvement and all are indirectly interested.

Mr. Curtice, of Missouri, said that he had found difficulty in getting the farmers to pay attention to advice given by him on farming in his paper. Mr. Herbert replied, "Gather twenty or thirty of the best farmers of your county together in a farmers' club, and get them to talking and comparing experiences, and then report their talks and doings as live news, and there will be no trouble in securing the attention and interest of readers in both the country and the town."

There then ensued a most lively discussion, during which the editors showed that they were broadly informed and deeply interested in the rural improvement movement.

Treasurer W. R. Hodges gave an especially informing talk on what was being accomplished in Minnesota through organization and farm instruction in the schools, the funds set apart for agricultural instruction in the schools, and for farmers' institutes, make broad, intelligent, thorough work possible.

Others showed equal knowledge and interest, not second in any way to the able county agricultural agent to whom they had listened.

The Committee on Constitution and By-Laws, appointed at the meeting of the Executive Committee, made report which, after discussion, was referred back to the committee for revision, with direction to confine the amendments to Articles I and IV of the Constitution and Article III of the By-Laws, and to present the amendments in printed form for distribution among the members. The President also requested that the complete record of cost be presented.

The Committee on the President's Address submitted the following report, which was accepted and adopted:

Report of Committee on President's Address

"Your committee, to whom was referred the president's address, would recommend that this address be published in its entirety in the proceedings of this gathering. That the practical suggestions made relative to the formation of a closer organization for the consideration of foreign advertising be acted upon by the appointment at this time of a committee who shall thoroughly investigate the practicability and possibility of such advertising section or bureau being made a success. This committee to report prior to the adjournment of this association so that actual advancement may be reported towards securing this much desired end.

Respectfully submitted,

H. C. HOTALING,
W. A. WOODRING,
E. E. WILLIAMSON,
C. E. CURTICE,
MRS. L. R. EASTWOOD,
Committee.

REPORT OF CREDENTIALS COMMITTEE

Twenty-eighth Annual Convention of the National Press Association of America

Officers 1912-13

President — A. D. Moffett, Daily Record, Elwood, Ind.

Vice-President — John Clyde Oswald, American Printer, New York.

Secretary — George Schlosser, Daily Press, Sioux Falls, S. D.

Treasurer — W. R. Hodges, Herald-Dispatch, Sleepy Eye, Minn.

Past Presidents

First President — B. B. Herbert, National Printer-Journalist, Chicago, Ill. Elected February 19-21, 1885, at New Orleans, La.

Second President — C. H. Jones, Lockwood Press, New York, N. Y. Elected February 23-25, 1886, at Cincinnati, Ohio.

Third President — Gov. A. B. White, Parkersburg, W. Va. Elected September 13-15, 1887, at Denver, Colo.

Fourth President — James R. Bettis, 215 S. Main Street, St. Louis, Mo. Elected November 21-23, 1888, at San Antonio, Texas.

Fifth President — Charles A. Lee (deceased), Gazette and Chronicle, Pawtucket, R. I. Elected August 27-29, 1889, at Detroit, Mich.

Sixth President — E. W. Stephens, Herald, Columbia, Mo. Elected June 24-27, 1890, at Boston, Mass.

Seventh President — W. S. Capeller (deceased), News, Mansfield, Ohio. Elected June 14-17, 1891, at St. Paul, Minn.

Eighth President — B. J. Price, Star and Times, Hudson, Wis. Elected May 24-26, 1892, at San Francisco, Cal.

Ninth President — Walter Williams, Dean School of Journalism, Columbia, Mo. Elected May 16-20, 1893, at Chicago, Ill.

Tenth President — A. O. Bunnell, Advertiser, Dansville, N. Y. Elected July 2-6, 1894, at Asbury Park, N. J.

Eleventh President — R. H. Thomas (deceased), Farmers' Friend, Mechanicsburg, Pa. Elected January 22-26, 1896, at St. Augustine, Fla.

Twelfth President — Louis Holtman, Jeffersonian, Shelbyville, Ind. Elected February, 1897, at Galveston, Texas.

Thirteenth President — Joseph B. Maccabe, Argus, East Boston, Mass. · Elected September 5-9, 1898, at Denver, Colo.

Fourteenth President — R. H. Henry, Clarion Ledger, Jackson, Miss. Elected July 5-9, 1899, at Portland, Ore.

Fifteenth President — Matt Parrott (deceased), Reporter, Waterloo, Iowa. Elected March 1-3, 1900, at New Orleans, La.

Sixteenth President — F. B. Baillio, Review, Cleburne, Texas. Succeeded to presidency upon death of Mr. Parrott.

Seventeenth President — Albert Tozier, Pacific Farmer, Portland, Oregon. Elected June 10-15, 1901, at Buffalo, N. Y.

Eighteenth President — Garry A. Willard, Herald, Boonville, N. Y. Elected April 15-18, 1902, at Hot Springs, Ark.

Nineteenth President — P. V. Collins, Agriculturist, Minneapolis, Minn. Elected July 7-10, 1903, at Omaha, Neb.

Twentieth President — W. W. Screws, Advertiser, Montgomery, Ala. Elected May 16-19, 1904, at St. Louis, Mo.

Twenty-first President — John Dymond, Sugar Planter, New Orleans, La. Elected June 7-9, 1905, at Guthrie, Okla.

Twenty-second President — John E. Junkin, Bulletin, Sterling, Kans. Elected June 13-15, 1906, at Indianapolis, Ind.

Twenty-third President — H. B. Varner, Dispatch, Lexington, N. C. Elected June 10-14, 1907, at Norfolk, Va.

Twenty-fourth President — Will H. Mayes, Bulletin, Brownwood, Texas. Elected August 17-22, 1908, at St. Paul, Minn.

Twenty-fifth President — A. N. Pomeroy, Franklin Repository, Chambersburg, Pa. Elected July 19-24, 1909, at Seattle, Wash.

Twenty-sixth President — J. P. Baumgartner, Register, Santa Ana, Cal. Elected February 10-12, 1910, at New Orleans, La.

Twenty-seventh President — R. E. Dowdell. Elected June 17-19, 1911, at Detroit, Mich.

Twenty-eighth President — A. D. Moffett. Elected June 10-12, 1912, at Chicago, Ill.

Honorary Life Members

Mrs. Matt Parrott, Waterloo, Iowa; Mr. James G. Gibbs, Norwalk, Ohio; Mr. J. M. Page, Jerseyville, Ill.; Mr. R. M. White, Mexico, Mo.; Mr. H. C. Page (deceased), Bayonne, N. J.; Mr. Frank R. Gilson (deceased), Benton Harbor, Mich.; Mr. W. E. Pabor (deceased), Avon Park, Fla.; Mr. Wm. H. H. Judson, Bessemer, Ala.; Hon. Wm. A. Ashbrook, Johnstown, Ohio; Mrs. J. Irving Steel, Mechanicsburg, Pa.; Mr. J. W. Cockrum, Oakland City, Ind.; Mr. Will A. Steel, Seattle, Wash.

The following is a list of delegates attending the Colorado Springs Convention, June 17 to 22, 1913:

Alaska

W. A. Steel, Cordova, Daily Alaskan.

Colorado

W. C. Calhoun, Denver, Rocky Mountain Magazine.

Jennie Chapin, Denver.

C. F. Wadsworth, Denver, Weekly News.

George E. Hosmer, Fort Morgan, Morgan County Herald.

F. S. Hoag, Pueblo, Star-Journal.

W. E. Cain, Cheyenne Wells, Republican.

J. E. Hanway, Sterling, Advocate.

Alva A. Swain, Pueblo, Chieftain.

C. J. Haase, Colorado Springs, Labor News.

H. E. Hogue and wife, Eaton, Herald.

H. C. Hanson, Greeley, Tribune-Republican.

Walter Walker, Grand Junction, Sentinel.

D. P. Saunders and wife, Brush, Morgan County Republican.

Guy U. Hardy, Canon City, Record.

David Elliott, Colorado Springs, Telegraph.

S. C. Merrill, Brighton, Register.

F. B. Mason, La Junta, Tribune.

A. Z. Stirling, Hudson, Banner.

George B. Wick, Las Animas, Democrat.

Illinois

B. B. Herbert, Chicago, National Printer-Journalist.

Mr. and Mrs. W. J. Snyder, Chicago.

Mrs. H. O. Houghton and son, Carlock, Monitor.

Edward H Fox and wife, Chicago, Western Brewer.

Mrs. Mary Helm, Chicago.

Frank Roderus and wife, Chicago, American Sugar Industry.

E. E. Williamson, Griggsville, Ill., Press.

Charles Bradshaw and mother, Carrollton, The Patriot.

Mrs. and Miss Edenburn, Bloomington.

G. W. Hughes, Clinton, Register.

Miss Caroline Huling, 30 N. Dearborn Street, Chicago, Stylus.

E. M. Garlick, Hopedale, Times-Review.

Charles D. Coulson and wife, Laharpe, The Laharper.

F. S. Greenleaf and wife, Savanna, Journal.

Mrs. A. D. Hunter, Savanna.

Mrs. Mary Murphy, Chicago, Inter Ocean.

Mrs. Addie Andre-Inman, Chicago, Daily News.

Mrs. Delaney Holden, Chicago, American.

Mrs. Charles Lederer, Chicago, Cartoonist.

Mrs. William Page Eaton, Lexington Hotel, Chicago.

Mrs. Mate Palmer, 906 Rector Building, Chicago, Banner of Gold Magazine.

Mary O'Connor Newell, Chicago, Record-Herald.

Mrs. Effie Webster, Chicago, Examiner.

E. H. Childress, Fairfield, Press.

W. L. Jones, Lebanon, Journal.

H. R. Moffett, Monmouth, Review.

Indiana

J. Feudner and wife, Rushville, Republican.

J. C. Lochner and wife, Auburn, Weekly Bee.

Ben F. McKay and wife, Lebanon, Pioneer.

A. D. Moffett and wife, Elwood, Record.

W. A. Woodring and wife, Peru, Journal.

John De Prez, Shelbyville, Democrat.

W. W. Aikens, wife and daughter, Franklin, Evening Star.

Mrs. L. G. Ellingham and friend, Indianapolis, Decatur Daily Democrat.

Mrs. Sam Matthews, Tipton, Times.

Mrs. Juliet V. Strauss, Rockville, Ladies' Home Journal.

J. H. Fetter and wife, Peru, Republican.

Miss Maude Parkhurst, Peru.

Will H. Craig and wife, Noblesville.

C. H. McCormick, North Judson.

Miss Heding Bott, Tell City, Tell City Journal.

Iowa

J. B. Hungerford, wife, son and daughter, Carroll, Herald.

R. A. Stacey, Adair, News.

R. E. Lee Aldrich, Dysart, Reporter.

J. W. Hinchon, Algona, Courier.

H. E. Taylor, Traer, Star-Clipper.

Art D. Ricke, Breda, News.

Kansas

J. Byron Cain, Belle Plaine, News.

Sheridan Ploughe, wife and children, Hutchinson.

Mack P. Cretcher and wife, Sedgwick, Pantagraph.

H. C. Sticher and wife, Osage City, Free Press.

Mrs. W. R. Smith and daughter, Columbus, Advocate.

Anna M. Carlson, Lindborg, News-Record.

H. C. Stevens and wife, Sixth and Quincy Streets, Topeka, Odd Fellow.

B. L. Mickel and wife, Soldier, Clipper.

Mrs. M. C. Hemminway and daughter, Hope, Dispatch.

A. R. Hansmann, Kingman, Journal.

Charles Browne, Horton, Headlight.

Moses Porter, Hoyt, Sentinel.

Jess L. Napier and wife, Newton, Republican.

Mr. and Mrs. J. L. Papes, Mulvane, News.

S. P. Gebhart, Pratt, Union.

J. W. Sowers, Spring Hill, New Era.

H. C. Montgomery, wife and son, Junction City, Union.

Louisiana

Miss Evie Harris, 1628 Andrew Street, New Orleans, Times-Democrat.

H. M. Blain, Baton Rouge, State University, Journalism.

Michigan

O. Palmer and wife, Grayling, Crawford Avalanche.

Homer Harwood and wife, Warren, Watchman.

Louis C. Cramton and wife and daughter, Lapeer, Clarion.

A. E. Gordon and wife, Detroit, Record-Commercial.

Clarence J. Kirby and wife, Monroe, Record Commercial.

A. B. Bragdon, Jr., and wife, Monroe, Record-Commercial.

A. B. Glaspie and wife, Oxford, Leader.

Minnesota

H. C. Hotaling and wife, Mapleton, Enterprise.

W. F. Borchert, Mapleton, Enterprise.

W. R. Hodges, Sleepy Eye, Herald-Dispatch.

O. J. Rea and wife, Tracy, Herald.

W. D. Hinchon, Madelia, Times-Messenger.

Thomas L. Armitage and wife, Princeton.

A. F. Strickler, wife and daughter, Sleepy Eye, Herald.

C. W. Dillman, Blue Earth City, Post.

Mississippi

James Faulk and wife, Leakesville, Greene County Herald.

W. V. Walkins, Collins, The Commercial.

Missouri

Lewis Lamkin and wife, Lee's Summit, Journal.

T. B. White and two daughters, Warsaw, Enterprise.

Milton Fuller, Lebanon, Rustic.

J. W. Steen, St. James, Journal.

Ovid Bell, Fulton, Gazette.

Liela M. Parry, Webb City, "The Register."

C. E. Curtice, Neosho, Miner and Mechanic.

Frank Barhydt and wife, Kansas City, American Type Founders' Co.

Nebraska

F. O. Edgecomb, wife and son, Geneva, Signal.

C. E. Nevins and wife, Laurel, Advocate.

A. B. Wood, Gering, Courier.

J. C. Voline, wife and mother, Auburn, Namaha County Herald.

W. G. Purcell, Broken Bow, Purcell Printing Company.

E. G. Purcell and wife, Broken Bow, Chief.

New Hampshire

E. J. Gallagher, Concord, Patriot.

New Jersey

E. H. Tomlinson and wife, Morristown, Daily Record.

New Mexico

C. H. Raymond, Deming.

New York

W. B. Collins and daughter, Gloversville.

J. C. Oswald, New York, American Printer.

J. E. Klock and wife, Kingston, Freeman.

E. A. Higgins, Avoca, Elmira Advertiser.

A. Emin, New York, correspondent of The Ikdam, Constantinople.

A. E. McCall, Bath, Plaindealer.

North Dakota

E. L. Peterson, wife and sister, Milton, Globe.

George W. Tilton and wife, Center Republican.

Otto H. Lomen, Ryder, News.

L. L. Satterland, Washburn.

Ohio

Felix J. Koch, 325 Hearne Avenue, Cincinnati, Ills Magazine.

I. N. Heminger, Findlay, Morning Republican.

W. A. Campbell, wife and daughter, Lima, Republican-Gazette.

Oklahoma

Horace W. Shepard and wife, Altus, Times.

J. B. Campbell and wife, Waukomis, Hornet.

Sidney Suggs, Ardmore, Ardmorite.

T. F. Hensley, El Reno, People's Press.

Frank Hensley, El Reno, People's Press.

Mrs. Lucy L. Easton, Chattanooga, Times.

Mrs. D. C. Welch, Chattanooga, Times.

A. K. Ross, Claremore, Progress.

Mrs. Cora Brown, Waukomis, Oklahoma Odd Fellow.

George L. Sneed, Medill, News.

Lee Woods, Duncan, Eagle.

J. H. Anderson, Snyder, Democrat.

Lee M. Nichols, Bristow, Record.

Albert Herksowitz, Oklahoma City, Jewish Review.

Pennsylvania

J. C. Flemming and wife, Shippensburg, The News.

Harry Slep, Altoona, Mirror.

Hon. John J. McLaurin, Oil City, Daily Derrick.

J. Frank Buch, Lititz, Record.

Charles H. Welch, Mt. Union, Union Times.

South Dakota

Mrs. E. Drillon, Dupree, Herald.

W. C. Lusk, Yankton, Yankton Printing Co.

R. E. Dowdell and wife, Artesian, Advocate.

H. E. Dawes, Fulton, Advocate.

R. R. Thompson, Baltic, Minnehaha.

Bertha J. Bragstad, Sioux Falls, Posten.

Miss A. Nessa, Sioux Falls, Posten.

George Schlosser, Sioux Falls, Daily Press.

George Freiberg, Brookings, School of Journalism.

Edward Binnewies, Brookings, School of Journalism.

Mrs. L. E. Eastwood, Watertown, Herald.

Lila G. Eastwood, Watertown, Herald.

Joe Eastwood, Watertown, Herald.

M. J. Sweating, wife and son, Sioux Falls, Odd Fellows' World.

Tennessee

John R. Rison, Paris, Post Intelligencer.

Edward Albright, Galatin, News.

Texas

Hon. Sam P. Harben, Richardson.

G. G. Dunkerly, Ennis, Daily News.

H. B. Terrill, daughter and friend, West.

George Rountree and wife, Georgetown, Commercial.

Utah

I. E. Diehl and two ladies, Mammoth, Record.

Wisconsin

W. D. Hoard and wife, Fort Atkinson, Hoard's Dairyman.

WEDNESDAY AFTERNOON, JUNE 18

Cost Department

H. S. Neal, Lawrence, Kan., Chairman. D. S. Gilmore, Colorado Springs, Colo., Secretary.

The session was called to order at 1:30 p. m. by Chairman Neal, who made introductory remarks as to the cost system covering points of value and methods. In the absence of E. E. Sheasgreen, Chicago, secretary of the Ben Franklin Club of America, Past President B. B. Herbert, of Chicago, read his paper on "Cost System and Efficiency" (see page 469, July issue) — prefacing the reading with regrets as to the necessary absence of Mr. Sheasgreen, who is accustomed to illustrate his addresses with lantern slides that add much to the interest. He remarked in a general way on the value of the paper and the necessity of the cost system to honest dealing with one's self and one's customers, calling attention to the necessity and value of the system, advocated in the paper, of reducing all cost to the hour basis.

The paper, he said, might be deemed slightly metaphysical, but it was founded on sound philosophy, and such treatment of the subject showed the soundness of the principles enunciated and gave a clearness of view and understanding that could not well be reached in any other way.

The paper was well received and upon the conclusion of the reading Chairman Neal declared the paper most excellent and advised its careful reading and study.

Charles J. Brown, of the Commercial-Headlight, Horton, Kan., delivered his address on "Country Newspaper Costs," and Secretary D. S. Gilmore, of Colorado Springs, followed with a very entertaining and instructive talk, giving the results in his office of the introduction of the Standard Cost Finding System, illustrating his remarks with blanks and practical incidents.

It was brought out how leaks had been found; unprofitable jobs had been discovered, and the business saved from loss and disaster and made profitable where, under the old methods, ruin in a few years would have been inevitable. The discussion became most animated and instructive.

Frank Barhydt, of the American Type Founders Company, of Kansas City, Mo., read his thoughtful and valuable paper on "Cost Finding as a Credit Asset" (see page 499, July issue).

Another excellent paper submitted was on "What Organization and Co-operation Should Do for the Printer," by C. D. Traphagen, Lincoln, Neb. (see page 481), July issue).

The Committee on Constitution and By-Laws, submitted and distributed among the members, in printed form, the proposed amendments. The blanks showing the cost of production, with the forms for every department, were presented and explained by Mr. Gilmore, affording a most pleasing and profitable object lesson. These blanks are readily obtainable, and hence are not given here.

The job ticket, to which the entries from the blanks in the different departments were carried, showed the following entries as to the job — aside from the date and the name of the customer and by whom ordered:

Quantity and description — 150 slips, amendments.
Trimmed — 4½ in. wide by 6¾ in. high.
Scrap — Book — White.
Ink — Black.
Delivery — To desk of convention.

Stock	$0.25
Linotype, .35 hour at $1.78	.62
Hand Comp., .15 hour at $1.26	.19
Platen press, .20, platen feeder, .15; .35 at $0.73	.26
Bindery C, .5 hour at $0.38	.02
Stock clerk, .10 hour at $0.90	.09
	$1.43
Profit	.32
Charge to customer	$1.75

THURSDAY, JUNE 19 — FORENOON SESSION

The educational department was opened by President Moffett. On motion, Mr. Moffett was declared the chairman of the session. Mr. E. R. Purcell, of Broken Bow, Neb., was on motion elected secretary of the session.

Mr. George Hough Perry, an advertising specialist of New York, who is at present spending his time in San Francisco as director of the division of exploitation of the Panama-Pacific Exposition, was programmed to speak on the subject, "What Newspapers Can Do." He preferred however, to tear up the speech he had prepared on that subject and talk informally on a matter which he said he considered of greater present interest.

Mr. Perry then proceeded to wake up the meeting with an array of figures which seemed to come as a surprise to most of his hearers, although he said they were as important to them as the figures of their own bankbooks.

"Four-fifths of the population of the United States," said Mr. Perry, "live on farms or in towns of less than 25,000. This population produces about three-quarters of the wealth of the country and buys four-fifths of its products. It is, therefore, overwhelmingly the most important class for the advertiser and manufacturer to reach, and yet it stands today as the class that is the most difficult and most costly to reach effectively by advertising.

"The natural and logical way to reach it is through the local papers — the small-town papers represented by the men and women sitting here. Yet advertisers are using the magazines to reach it. I have no complaint to make of the magazines; they have their field and it is important and vast, but I can show that the same persons can be reached by local papers at about one-third the cost of reaching them by magazines, and without the tremendous waste necessarily involved in broad, magazine circulation.

"If I wish to reach the population of the small towns, I can do it at a cost of about seven cents per inch per thousand in such a magazine as the Woman's World or Ladies' Home Journal. But in using these, I must also lose that part of their circulation that goes into the bigger towns which I do not wish to reach.

I can reach the same persons through their local papers at about two cents per inch per thousand — one-third the cost, and I have the immense advantage in addition of concentrated circulation exactly where I want it and the power to take one section or one state at a time and make my advertising following the distribution of my goods."

The reasons why advertisers were not taking advantage of this situation were stated by Mr. Perry to be chiefly two: first, the physical difficulty in sending copy or plate matter to thousands of newspapers; second, the difficulty in arriving at satisfactory and reliable rates. But beyond these there was a psychological aspect which must be regarded. The magazine advertisement was certainly more effective than newspaper advertisement because the readers of magazines had learned to trust magazine advertising, and that no such faith in newspaper advertising existed.

Mr. Perry, therefore, made the appeal that the local newspapers of circulations up to 10,000 unite in forming a central advertising agency, with which advertisers could deal. Such an agency should be empowered to fix rates justly based on circulation and character and should further be empowered to "censor" advertising sent to it, throwing out all misleading or fraudulent matter. Thus the public would learn to have faith in what it read, to the benefit of public, newspapers and advertisers alike.

After finishing with this subject, Mr. Perry begged the indulgence of his audience while he said something about the matter now nearest his heart — the Panama-Pacific Exposition. His description of the plans, purposes, high ideals and of the beauty and interest of the Exposition were warmly applauded.

After Mr. Perry had taken his seat the members began to ask him questions which proved the interest taken in his remarks. Some doubt was expressed as to his ability to buy small-town newspaper space at the rate he had quoted — 2c per inch per thousand. Mr. Perry responded by saying that he had been doing it for many years and that as long as the newspapers were willing to part with space at that price he saw no reason for paying more, even though he admitted that it was, in general, worth more. Other speakers admitted that his contention was probably correct. "Your central bureau," said Mr. Perry, "will settle all that rate question." In answer to a question, he replied that of course the advertising rates mentioned were for ads furnished in plates ready for printing.

Mr. Perry's talk on advertising brought out excellent discussion by members of the Association, among those who spoke being Miss Huling of Chicago, J. B. Cain of Kansas, H. W. Shepherd of Oklahoma, Messrs. Hotaling of Minnesota, and R. E. Dowdell of South Dakota, Mr. Papes of Kansas, and Mr. Edgecombe of Nebraska.

Fred R. Marvin, of Pueblo, delivered an excellent address on "Accuracy in Newspapers." He was followed by Mr. Scribner, of Pueblo, who addressed the meeting relative to the trip to Pueblo during the coming afternoon.

The Chairman announced that Mr. Thorpe and Mr. Cobb on the program were not present at this session, and also that Judge Smith McPherson was unable to attend but had sent his address to be read to the association. It was moved and carried that owing to the press of business the reading be dispensed with, as the members could all have the opportunity of reading this excellent address in the National Printer-Journalist, on the "Liberty of the Press" (see page ..., August Printer-Journalist).

Chairman E. L. Peterson of the Auditing Committee submitted the following report, which on motion was adopted, as **follows:**

Report of Auditing Committee

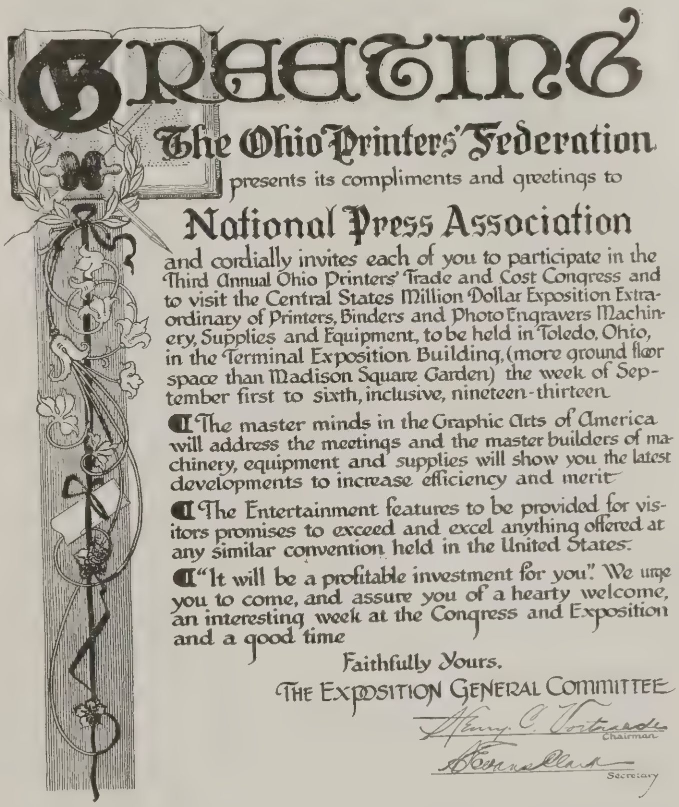
Cash on hand and received at 1913 meeting—

Checks	$166.00	
Cash	435.00	
Treasurer's check	314.37	
	$915.37	$915.37
Expenditures of every kind, including salary account		$797.34
Balance on hand		$118.03

We, the undersigned, members of the auditing committee, have checked the secretary's and treasurer's accounts and find them correct.

E. L. PETERSON, Chairman,
FRANK RODERUS,
EDW. U. FOX,
Auditing Committee.

The Secretary then read several letters and telegrams, among them being a letter from Past President Tozier and telegrams from Past Presidents A. Nevin Pomeroy, Pennsylvania, and John Dymond, Louisiana, also Charles Dillon on the program, Manhattan, Kan., expressing regrets at not being able to attend this convention.



Greeting

The Ohio Printers' Federation presents its compliments and greetings to

National Press Association

and cordially invites each of you to participate in the Third Annual Ohio Printers' Trade and Cost Congress and to visit the Central States Million Dollar Exposition Extraordinary of Printers, Binders and Photo Engravers Machinery, Supplies and Equipment, to be held in Toledo, Ohio, in the Terminal Exposition Building, (more ground floor space than Madison Square Garden) the week of September first to sixth, inclusive, nineteen-thirteen.

¶ The master minds in the Graphic Arts of America will address the meetings and the master builders of machinery, equipment and supplies will show you the latest developments to increase efficiency and merit.

¶ The Entertainment features to be provided for visitors promises to exceed and excel anything offered at any similar convention held in the United States.

¶ "It will be a profitable investment for you." We urge you to come, and assure you of a hearty welcome, an interesting week at the Congress and Exposition and a good time

Faithfully Yours.

The Exposition General Committee

Henry C. Vortriede
Chairman

Secretary

A Model Announcement

The following night telegram was also received, but went without action:

New York, June 18.

A. D. Moffett, President National Press Association,
Colorado Springs, Co.

Please announce to your association that National Conservation Congress will meet in Washington November 18, 19 and 20. I extend a hearty invitation to each member of the National Press Association to be present and assit the good cause through his paper.

CHAS. LATHROP,
President National Conservation Congress.

Mr. G. E. Hosmer of Colorado spoke on the proposition of government printing of envelopes, and at the close of his remarks made the following motion, which was adopted:

"Moved, that before the meeting adjourns today, the president appoint a committee of five to confer with the United Typothetae of America, the Envelope Manufacturers' Association, and others, relative to the prevention of a renewal by the Postoffice Department of its present contract relating to the furnishing of printed envelopes to large concerns."

On motion of Mr. B. B. Herbert of Chicago, the Memorial Committee was given time to prepare a report, said report to be published with the official proceedings. Mr. Herbert also asked that the members stand as a silent token in honor of the departed ones. The suggestion was carried out, all present rising and standing with bowed heads in silence until seated by a slight rap of the President's gavel.

Mr. A. Emin of New York, correspondent of a Constantinople paper, addressed the convention, and on suggestion of members he was asked to give his paper to Mr. Herbert for publication in the National Printer-Journalist.

Mr. Emin said in substance:

"Mr. President, Ladies and Gentlemen: I felt very homesick this spring. America is certainly an interesting place to live in. Still, I wanted to go home. I have been taking some courses in the Pulitzer School of Journalism. Dr. T. Talcott Williams, the director of the school, is quite a countryman of mine. He was born in Turkey and lived there for sixteen years. I wanted to get his opinion about my home trip. He was strongly against the idea, and urged me to spend my time studying conditions and people in this country, particularly in the Western States. He told me further that there was an opportunity to see the West under excellent auspices, and, at the same time, to come in contact with a large number of the exponents of American public opinion, belonging to various parts of the country. I was glad to seize upon the opportunity, and so I am here now, having a most interesting time.

Things which interest me so much among you, are small matters, of course, to you. In view of your common interests and common problems, it is very natural for you to come together every year, to discuss your problems, to exchange your experiences, to strengthen your sense of fellowship, and to form a deeper collective consciousness.

Well, these matters, especially the spirit in which they are done, are not matters, of course, for me. I admire you, and I envy you for the sake of the Turkish press, which has not been able, in its five years of liberty, in spite of repeated efforts, to form any organization, and any scheme of co-operation, worth mentioning.

"Moreover, it is not only the professional side of your activity I have to admire.

"You know, people have deeply-rooted popular notions of others. You imagine the Turks as blood-thirsty barbarians, who take some glasses of blood for their breakfast, who have a "harem" of innumerable women, and who have the most enviable or the most detestable life. I found that people in this country do not agree in opinion about this last point.

"Well, we have our popular notion of the Americans, too. We think in Turkey that they are the most solemn and serious fellows you can ever imagine. That they have no other purpose of life than to be eccentric and original in some way or other, that they never laugh, rarely speak, and hate to be sociable.

"I must confess that my life in New York, which amounts to more than two years, could not wholly dissipate this notion about the Americans. But, in the few days which I have spent among you, I gained the conviction that Americans are the most sociable and amiable gentlemen you can ever meet, and that they have a remarkable spirit of good fellowship which is the main secret of their success in life. I thank you for giving me this opportunity for seeing closely some very interesting phases of American life. I will certainly never forget the days I am having the privilege of passing with you."

Mr. Emin, now of the Pulitzer School of Journalism and a member of the New York delegation, is a resident of Constantinople, Turkey, where he was part owner of and an editorial writer on the Yeni Gazette and is now a correspondent of the Ikdam, another publication of Constantinople. He has only been in this country a little over two years and has been kept away from his own land partly by reason of the prominent part he had taken in political affairs, though he has longed to return.

The Committee upon Constitution and By-Laws submitted its printed report covering changes of Article 1, of the Constitution, Article 4, Section 5 and Section 6, of the Constitution and Article 3 of the By-Laws.

This report was considered section by section and as each section was read by the Secretary it was adopted as read without change; the entire report was then on motion of the Convention adopted as a whole as follows:

CONSTITUTION

Article I.

The name of this Association shall be the National Editorial Association of America.

Article IV.

Section 5. The National Council shall be composed of the President, Vice-President, Secretary and Treasurer, all Past Presidents of the National Editorial Association of the United States, all Past Presidents of the National Press Association of the United States, and one member from each Association or Club represented in this Association, to be chosen at the annual National Association meeting.

Section 6. The Executive Committee shall consist of the President, Vice-President, Secretary, and Treasurer, and six members to be elected at the annual meeting of the Association.

BY-LAWS

Article 3. Votes.— All active members in good convention standing shall be entitled to attend and participate in the annual meetings of the Association. Voting shall be in person or by proxy in writing, provided no State shall cast a total vote to exceed one-twenty-fifth of the total number of newspapers published in said State, or major fraction thereof, as shown by the official newspaper directory for the current year.

The President then asked the delegates from the affiliating associations of the different states to name the National Council selected from those states. The following were thus named:

List of Names of the National Council Handed in From the Various States

Colorado — Pueblo Press Club: Frank S. Hoag, Star-Journal, Pueblo. Arkansas Valley Press Association: Guy U. Hardy, Daily Record, Canon City. North Eastern Colorado Editorial Association: D. P. Saunders, Republican, Brush. Colorado Editorial Association: G. E. Hosmer, Herald, Fort Morgan. Democratic Editorial Association: Walter Walker, Daily Sentinel, Grand Junction. Republican Editorial Association: Alva A. Swain, Chieftain, Pueblo. (Denver office, 409 E. & C. Bldg.) Denver Press Club: Lute Wilcox, Field and Farm, Denver. Denver Woman's Press Club: Kate Russell, Denver, care Oriele Apartments.

Illinois — Illinois Press Association: Charles Bradshaw, Carrollton. Military Tract Association: Charles Coulson, La Harpe. Republican Editorial Association: W. L. Jones, Lebanon. Democratic Editorial Association: J. M. Rapp, Fairfield. Southern Illinois Editorial Association: E. H. Childress, Fairfield. Illinois Woman's Press Association: Miss Caroline Huling, Chicago. Interurban Press Club: W. B. Goodrich, Mt. Vernon. Chicago Press Club: Edward H. Fox, Chicago. Illinois Daily Newspaper Association: V. E. Joy, Centralia.

Indiana — Democratic Representative: Ben F. McKey, Lebanon. Republican Representative: W. H. Craig, Republican, Noblesville. Northern Indiana Representative: W. A. Woodring, Peru. Southern Indiana Representative: W. W. Aiken, Star, Franklin. Associated Weeklies: A. C. Hutchinson, Herald, Cayuga. Progressives Editorial Association: Charles H. Neff, Herald, Anderson. Woman's Press Club: Mrs. A. D. Moffett, Elwood.

Iowa — Upper Des Moines Association: J. B. Hungerford, Herald, Carroll. Des Moines Press Club: Claude Jarnagin.

Kansas — Kansas Editorial Association: J. Byron Cain, Belle Plaine. Kansas Democratic Editorial Association: Mack P. Cretcher, Pantagraph, Sedgwick. Southwest Kansas Republican Editorial Association: William Glenn, Republican, Tribune. First District Editorial Association: Moses W. Porter, Sentinel, Hoyt. Inter-State Editorial Association: S. P. Gebhart, Union, Pratt. Fourth District Editorial Association: O. W. Little, Enterprise, Alma.

Nebraska — Nebraska Press Association: E. R. Purcell, Chief, Broken Bow.

North Dakota — North Dakota Press Association: E. L. Peterson, Milton.

South Dakota — South Dakota Press Association: W. C. Lusk, Press and Dakotian, Yankton. League of American Pen Women: Mrs. L. R. Eastwood, Watertown.

Minnesota — State Association: H. C. Hotaling, Mapleton. North Star Daily Association: C. E. Wise, Mankato. Home Print Association: Philip Leisch, New Ulm. First Congressional District: Emil Leicht, Winona. Second Congressional District: Herman Haislet, Butterfield. Seventh Congressional District: B. J. Bjornson, Minneapolis. Ninth Congressional District, Charles Stevens, Warren.

Tennessee — Tennessee Press Association: John R. Rison, Paris. Upper Cumberland Press Association: Edward Albright, News, Gallatin.

Texas — Texas Press Association: Lee J. Roundtree, Commercial, Georgetown. Northeast District Press Association: H. P. Nelson, Greenville. Northwest District Press Association: W. A. Johnson, Herald, Memphis.

Utah — Utah Press Association: I. E. Diehl, Record, Robinson.

Oklahoma — Oklahoma Press Association: T. F. Hensley, El Reno. Republican Press Association: J. B. Campbell, Waukomis. Democratic Press Association: H. W. Shepherd, Altus. Oklahoma Advertising Club: Albelt Herskowitz, Oklahoma City.

It was moved and carried that organizations not represented in this convention be notified to name a member of the Council and report to the Secretary of the Association, and that said secretary notify them of same.

The election of officers was then called for, and the following were then elected members of the Executive Committee:

W. E. Collins, of New York.
Lee J. Rountree, of Texas.
H. C. Hotaling, of Minnesota,
Frank Roderus, of Illinois,
F. O. Edgecombe, of Nebraska.
E. H. Tomlinson, of New Jersey.

W. E. Collins, of New York, placed in nomination for President, J. Clyde Oswald, of New York City.

Past President B. B. Herbert, of Chicago, said that he claimed the honor and privilege of seconding the nomination and spoke briefly of Mr. Oswald as a true, clean man of ability who had won success and enviable reputation as an organizer and faithful worker for this and all other associations with which he was connected. He will make a worthy, working, successful executive. Upon motion nominations were closed, the rules suspended and Mr. Oswald was elected by unanimous vote.

John Clyde Oswald, American Printer, New York.
President-elect National Press Association

The following were then elected. The election in each case being unaimous:

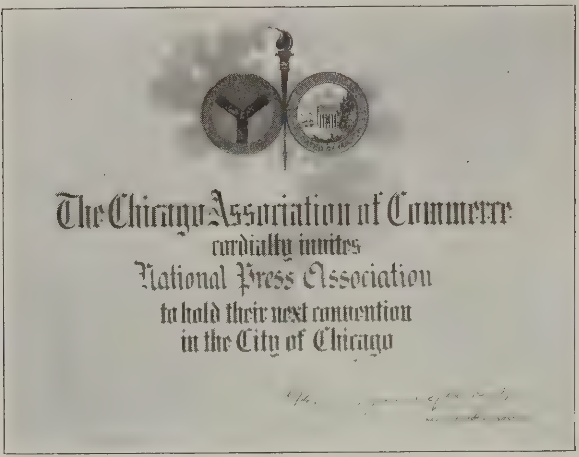
Vice-President, George E. Hosmer, Colorado.
Secretary, George Schlosser, South Dakota,
Treasurer, W. R. Hodges, Minnesota.

Secretary Schlosser then read invitations from a number of cities asking for the next meeting of the Association as follows: Richmond, Va.; Chicago, Ill.; Put-in-Bay and Toledo, Ohio; New Orleans, La.; Houston, Texas; Hamburg-Americaan Line, for cruise to the West Indies and Caribbean Ports of Central and South America; New York.

C. A. Nevin, of Nebraska, was appointed by President Moffett as member of the Auditing Committee for the period of three years.

It was moved that all invitations from cities asking for next annual meeting be referred to the next meeting of the National Council. Carried.

It was moved and carried that on the conclusion of this meeting a recess be taken and that this convention does not adjourn until evening.



The Chicago Association of Commerce
cordially invites
National Press Association
to hold their next convention
in the City of Chicago

Chicago's Invitation

Report of Resolutions Committee

To the National Editorial Association:

Your Committee on Resolutions respectfully submits the following report:

After listening to the magnificent addresses and participating in the pleasant associations, your committee wishes to state that the twenty-eighth annual convention of the National Editorial Association has been one of the best and most profitable of any in the history of the association. The program has been especially strong, the discussions interesting and the attendance at the sessions good.

Whereas, There are many cities, clubs and individuals who have bent every energy towards our pleasure and entertainment, and there are a few matters of importance affecting the organization; therefore be it

Resolved, That it is the wish of this association that the courtesies and display of good fellowship be and are hereby recognized.

That we wish to thank the good people of Omaha, Neb., for the splendid reception given us in that place.

That the thanks of the association be extended the Auto Club and Business Men's League of Belleville, Kan., for the automobile ride over that beautiful city and the most excellent luncheon afforded us. Especially do we wish to note the music for the occasion furnished by the orchestra of that city, which was exceptionally fine. So capable a musical organization is seldom found in a city of the size of Belleville. Also do we especially wish to call particular attention to the faultless service by the young ladies at the luncheon, which in itself was lovely and everything to be desired.

Resolved, further, that the many favors extended to us while in Colorado be noticed in particular. The Colorado Editorial Association, through its members, especially Alva A. Swain, secretary, and George E. Hosmer, executive committeeman, for the attention afforded us while guests in their state.

The Colorado Chamber of Commerce, for its faithful performance of the duties of master of ceremonies and the furnishing us of a place in which to hold the daily sessions. Especially do we wish to thank at this time A. W. Henderson, the efficient secretary, for his untiring efforts in seeing that we received everything that was coming to us.

The Colorado Springs and Interurban Railway Company, for the special trains run for our benefit.

The Union Printers' Home for the excellent luncheon served and the courtesies extended in showing us over the grounds and through the buildings of that most excellent institution. Mr. Charles Deacon will always have a warm welcome in our hearts for his kind treatment and generous hospitality.

The leading dailies of Colorado Springs, the Gazette and Telegraph, for the unique entertainment given us and the very liberal luncheon which followed. We are not unmindful of the splendid music furnished by the Colorado Springs band.

The following companies for the part they took in entertaining the National Editorial Association and furnishing refreshments:

The Manitou Hot Iron Club.
Manitou Mineral Springs Company.
The Manitou Cliff Dwellings Company.
The Ute Chief Mineral Springs Water Company.
The Cave of the Winds Company.
South Cheyenne Canon and Seven Falls Development Company.
Cheyenne Canon Burro and Carriage Company.
The Crystal Park Auto Company.
The Mount Manitou Scenic Incline Railway Company.

We would not fail to remember the excellent entertainment furnished us by the good people of Pueblo after such a fine auto ride over the city. And we wish to thank the Pueblo Commerce Club and the Pueblo Press Club for the prominent part each took in seeing to it that our stay in the "Pittsburgh of the West" was most pleasant. None the less prominent in the list of entertainers in that excellent city is the Minnequa Club, whose doors were thrown open for our benefit. To the Pueblo Star-Journal and the Pueblo Chieftain much credit is due for making our visit to Pueblo the success it was.

The association will not soon erase from memory the trip to Cripple Creek over the famous scenic route, the Cripple Creek Short Line Railway, nor will they forget the splendid entertainment while in that city, much of which is due the Cripple Creek District Press Club. The El Paso Consolidated Mining Company, for throwing open their mine and enabling a great many of the party to visit the subterranean passageways of their mine, an entirely new experience for a large number of the party.

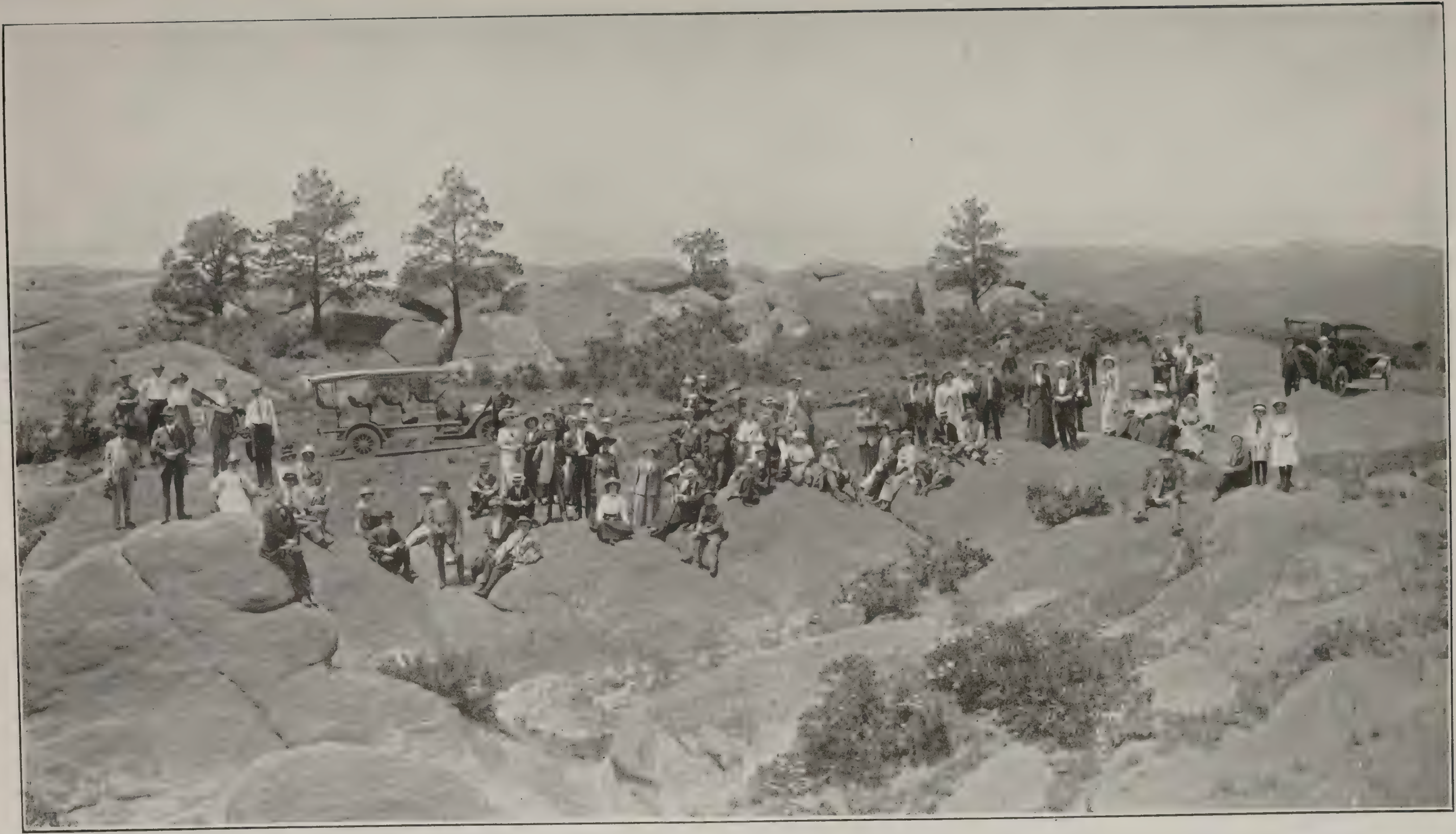
Our stay in Denver was of the most pleasant, and we feel deeply grateful to the following for the splendid entertainment there provided:

The Denver Press Club.
The Denver Motor Club.
The Denver Woman's Press Club.
The Denver Chamber of Commerce.
The City and County of Denver, publicity department.
The Albany Hotel.
Mrs. William Byers.
The Denver Omnibus and Cab Company.

And we are not forgetful of the most excellent banquet given us by the Supreme Court Judges, the Governor of Colorado and other state officials.

At Boulder we enjoyed a brief stay during which time a splendid opportunity was afforded in seeing the city from autos furnished by the good citizens of that city. We feel deeply grateful to the Boulder Commercial Association, the Boulder City Council and the Boulder Herald, Boulder Camera and Boulder County Miner.

Our visit to Greeley was noted for the warmth of the hospitality shown during our altogether too brief stay within its confines. Much credit is due to the Greeley Tribune-Republican, the City Council, the Greeley Com-



ON HIGH ROAD IN GARDEN OF THE GODS, COLORADO

Circuit Photo by A. J. Harlam, Colorado Springs, Colo. Size 9 x 26 inches. Price $1.00

mercial Club and the County Commissioners of Weld County.

We were shown many courtesies by the good people of Fort Collins. Our thanks go out to:

The Fort Collins City Council.
The Fort Collins Express Company.
The Fort Collins Courier.
The Fort Collins Review.
The Empress Theater.

The Colorado State Agricultural College, where we enjoyed such a fine outdoor dinner, and the good people of Fort Collins for their generous hospitality.

Those of us who took the Estes Park trip have cause to rejoice that this wonderfully fine outing was placed in our itinerary. It was the crowning event of a two weeks' enjoyable stay in America's great playground. The Stanley Hotel at Estes Park has the thanks of the party for their splendid treatment while guests at this splendid hotel.

It was while at this hotel the following resolutions were passed unanimously with the request that they find place in the committee's report:

"We, the members of the National Editorial Association, desire to express to George E. Hosmer, of Colorado, our sincere appreciation for his untiring efforts in making our visit in Colorado one of extreme pleasure.

"We realize that it is due to his splendid executive ability as well as his desire to add to our comfort and pleasure that has made possible the excellent arrangement of the details of the trip.

"His ever present activity for our welfare has been manifested on every trip by special train and auto and in every city where we have been so generously entertained.

"We will carry home with us kind recollections of Mr. Hosmer and fond memories of our trip, and we desire through him to convey to the press of Colorado, whose special representative Mr. Hosmer has been, our heartiest appreciation for the splendid entertainment accorded us and the many attentions shown while in your state.

"Mr. Hosmer and the people of the state have made good in every promise made to the officers of the association."

Resolved, by the National Editorial Association of America that we are unalterably opposed to the United States Government making any further contracts with private concerns to print envelopes and sell them over the country, as we believe that the proposition is contrary to business principles and a loss to the taxpayers, and urge our committee to oppose, in behalf of the association, any other contracts for printing envelopes.

Resolved, That we tender our thanks to Father Herbert for his untiring labors for the National Editorial Association and for the benefits derived through the National Printer-Journalist, in which for nearly thirty years we have had unlimited space in the promotion of the interests of this organization.

J. BYRON CAIN, Kansas.
JOHN R. RICON, Tennessee.
GEORGE ROUNTREE, Texas.
H. R. MOFFETT, Illinois.
W. B. COLLINS, New York.
R. E. DOWDELL, South Dakota.
J. CLYDE OSWALD, New York.
GUY U. HARDY, Colorado.
MRS. MATE PALMER, Illinois.
Committee.

The Business Session reconvened at Pueblo, Thursday evening, and was called to order by President Moffett.

E. R. Purcell, Chairman of the Committee appointed on Foreign Advertising Bureau, submitted the following report, which was, on motion, adopted:

"We, your Committee, to whom was referred the suggestions embraced in the President's Report relative to the formation of a Foreign Advertising Bureau within this association, beg leave to submit the following report:

"We recommend the appointment of a committee of five members whose duty it shall be to investigate this matter thoroughly, to correspond with the various states and district press associations of this country and from the material thus required formulate a report to be submitted to the next meeting of the National Editorial Association that will embody a plan for the formation of such a bureau.

"Respectfully submitted,
"E. R. Purcell, Broken Bow, Neb.
"Horace W. Shepard, Altus, Okla.
"H. C. Hotaling, Minnesota,
"C. E. Curtice, Missouri,
"John Clyde Oswald, New York."

By unanimous consent President Moffett appointed the following Committee authorized by the report: E. R. Purcell, Nebraska, chairman; H. C. Hotaling, Minnesota; John R. Rison, Tennessee; C. E. Curtice, Missouri; W. A. Woodring, Indiana.

R. E. Dowdell of South Dakota, submitted the following amendment of the By-Laws, which was on motion adopted by unanimous vote:

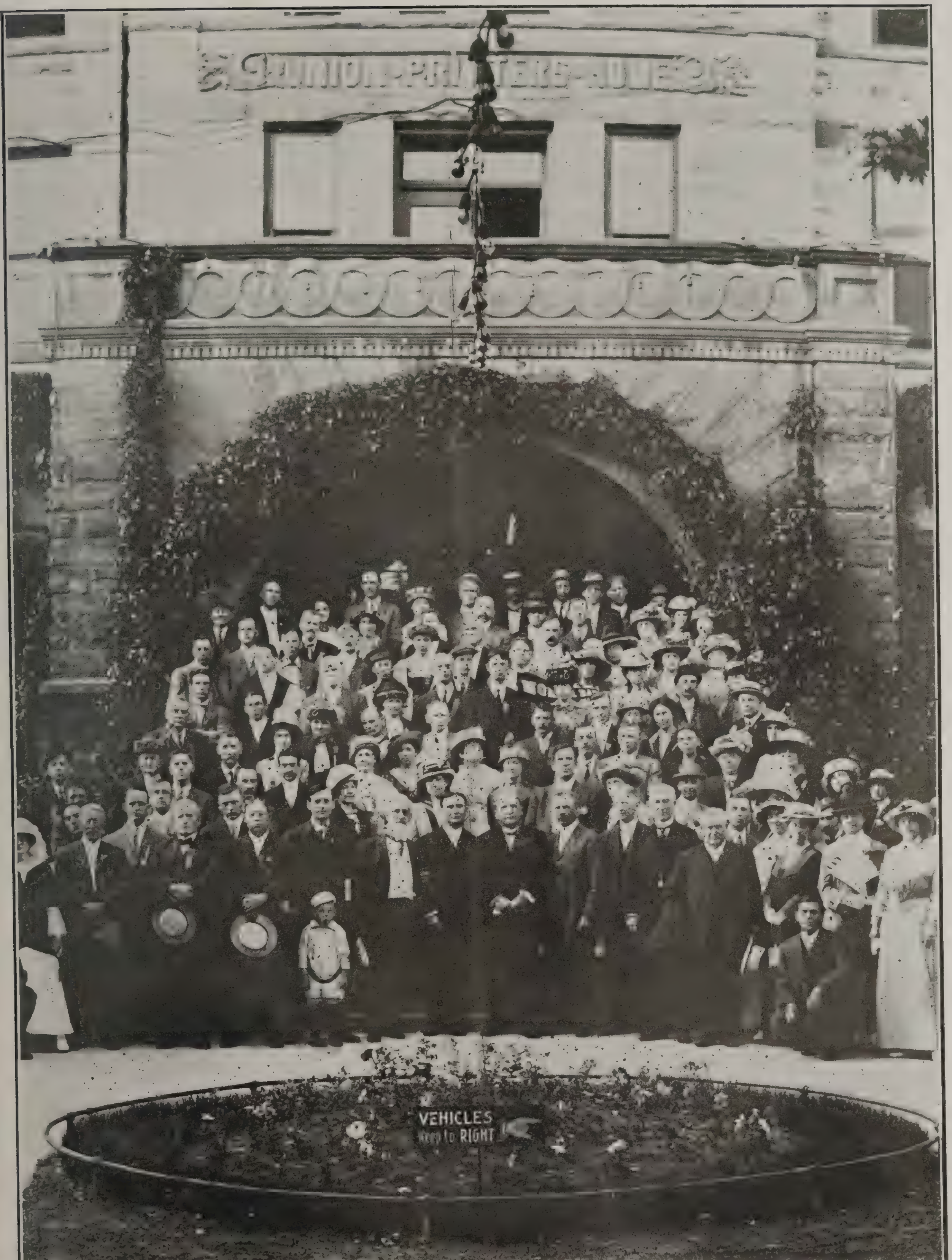
On Thirty Miles Auto Ride Up the Mountains in Crystal Park
Courtesy E. H. Fox, Chicago

Article 3 — Basis of Representation: Each Association or Club shall be entitled to one vote and one additional for every twenty-five members or major fraction thereof; provided, however, that the number of votes cast by any association or club shall not exceed in number the number of delegates representing such club or association who have paid their annual dues and convention fee as shown by the treasurer's books. The delegates present shall cast the votes for their Association or Club and no proxies shall be voted.

President Moffett than announced the appointment of the following committee:

Postal Laws Committee — G. E. Hosmer, chairman, Denver, Colo.; Sheridan Ploughe, Hutchinson, Kan.; Lee J. Rountree, Georgetown, Tex.; L. C. Cramton, Lapeer, Mich.; A. D. Moffett, Elwood, Ind.

An enthusiastic vote of thanks was given to the Commercial Club and Citizens of Pueblo for the royal entertainment furnished; after which the Convention adjourned.



GROUP OF EDITORS AT UNION PRINTERS' HOME
Circuit Photo by A. J. Harlam, Colorado Springs, Colo. Original (showing entire party) 9 x 26 inches. Price $1.00

The Journeyings of the National Editorial Association, 1913

IT is a matter of regret, on account of the real instruction, as well as the intelligent pleasures connected therewith, that space permits only giving the briefest outline of the towns visited and entertainment provided.

Travel on the splendid train of the Rock Island road, under the careful supervision of Traveling Passenger Agent Macfarlan, was a joy from the start. Never was there a finer train of palace sleepers, with all the additions and modern improvements, including diner, reading room and observation car, sent out of Chicago than that carrying the editors to the twenty-eighth annual convention.

The party was largely augmented at Omaha, and the stop in that city will ever be remembered as one of the interesting features of the memorable trip. The editors were met at the station — reached at about 10:30 a. m. — by citizens with commodious automobiles and taken over the tornado-devasted district and through the parks. The pleasant part was that then nearly all wreckage of the storm had been made to disappear; new roofs; new buildings, repairs and restorations made the portion of the city in the track of the storm appear, with the exception of a few of the larger brick buildings, more like a new than a despoiled city.

Dinner to National Editorial Association at Belleville, Kan.

It was our good fortune to occupy an automobile in company with E. V. Parish, manager Bureau of Publicity and Promotion, and J. M. Guild, commissioner, of the Commercial Club of Omaha, gentlemen especially equipped with actual experience and knowledge, to tell, most graphically and intelligently, of the great havoc that had been wrought by the storm, and of the greater work of relief and restoration that had been accomplished by the citizens. The incidents of suffering and calamity and of heroic, benevolent work were dramatically pathetic, and the lessons from what was accomplished by the business men — many of those in charge of the largest establishments leaving their own affairs for weeks and camping on the grounds or in the rescue headquarters — through perfected system, industry and thorough, intelligent organization, were both instructive and inspiring. Every sufferer by the storm was card indexed, with a statement of the losses, injuries and needs, and the work went forward without waste, omission or delay.

The park system of Omaha is one of the most perfect and extensive of any city of its size in the United States. In topography and location the parks are all that could be desired. Nature had done much, the natural beauties, in many instances, have only needed to be preserved and made more accessible by roads and walks. The editors voted Omaha a great city, with a model citizenship that fully justified and accounted for that greatness.

By reason of the beauties of the rich region passed through on that day of June, as well as of the congenial companionship and comfort of the train, the run from Omaha to Belleville, Kansas, was filled with delights, but no other pleasures were equal to the reception accorded the party at the beautiful little city of Belleville, "sweetest village of the plain" on the "Rock Island Highway."

It was six o'clock p. m., and automobiles, furnished by the enterprising citizens, were in waiting at the station, and the members of the party, who had been met at Fairbury and badged by a reception committee, were conveyed through the main streets to the hall of the I. O. O. F., where a most perfect banquet, provided by the ladies of the churches of the city, through their auxiliary committees, was in waiting.

A. Q. Miller, editor of the Belleville Telescope, who was usefully active in making the editors at home, only quoted the expressions and opinions of the members of the party when he wrote in his paper of the splendid table arrangements, the superb and unique decorations of wild flowers, the faultless and inspiring music of the orchestra and of the sweetness and beauty of the thirty-two bright and graceful young ladies of Belleville who waited on the tables and convinced the newspaper folk that no other city could claim greater intelligence and charm for her daughters, evidence of the high character of the homes, of the schools and of the people. The "belles" of Belleville will not soon be forgotten.

General View of Ancient Cliff Dwellings and Taos Indian Pueblo in Phanton Cliff Canon at Manitou, Colo.

The banquet was preceded by a welcoming address by the mayor, Dr. William Kamp, and an invocation by Rev. U. S. Brown of the M. E. church, and followed by short addresses by a number of the editors, commending the hosts, their city and its press, as well as the loyalty and service that characterize the newspapers of the whole state.

Then there was a short drive to view the pleasant homes and beautiful grounds and a return to the station, and then on again for Colorado Springs, which was reached early in the morning. An agent of the hotels had boarded the train and rooms were assigned to each, so that there was little delay, and it was found possible to open the first session of the convention at 10:30 a. m. Tuesday.

The first function at Colorado Springs was a drive for the ladies at 1:30 p. m. through North Canon. A combination of a picture show of Colorado's enchanting scenery and a vaudeville show and musical by the best local talent, in the evening, followed by a banquet on the spacious grounds of the Antler Hotel, given to the visitors by the Colorado Springs Gazette and Evening Telegraph, aided by W. S. Dunning of the hotel. Both occasions were highly enjoyable, but beyond the possibility of adequate description.

Wednesday afternoon there was a visit to the Union Printers' Home and inspection of the buildings, followed by a banquet and speeches by representatives of the Home and of the association. The editors were brought to a full realization of the work being accomplished at the Home and of the other benevolent plans and work brought into existence through the influence of this great institution, built and maintained by monthly contributions from every member of the Typographical Union.

To our way of thinking, this co-operative benevolence has had a benign influence in many ways on the unions and their members throughout America. The Home has cost a million and five hundred thousand dollars in investment and maintenance. The architecture, equipment, arrangement and the location are all that could be desired as to beauty, healthfulness and the inspiring grandeur of the surrounding scenery. The visit was a great and enjoyable occasion that proved beneficially instructive. A photograph was obtained here of the Home and the whole party, but, unfortunately, only the central part could be satisfactorily reproduced in half-tone.

Pueblo Indians from New Mexico at the Taos Indian Pueblo in Phantom Canon at Manitou, Colo.

At three o'clock Thursday afternoon the party was

GOING DOWN THE FACE OF MANITOU MOUNTAIN, COLORADO, ON INCLINE RAILWAY

Run by Electricity at an Angle of from 45 to 75 degrees conveyed by train to Pueblo, the prosperous, enterprising "Pittsburgh of the West." The members were met at the station with automobiles by citizens who acted as most entertaining guides. The beauties and growth of the city were admired; the splendid hospital of the steel company was visited, and this visit inspired Past President Dowdell to make a most eloquent speech at the banquet, following later, in which he praised the great, wise and benevolent provision for working men, and enforced the duty, beauty and grandeur of man's care of and love for fellowmen.

There was a splendid repast at the country club, followed by most inspiring welcoming addresses, musical entertainment by local talent, speeches of members of the editorial party and then the initiation of the editors into the live, industrial order of "Ants." This is a local order confined to the Arkansas Valley, with a splendid ritual that teaches community loyalty, service and enthusiasm that would be vastly beneficial to hundreds of communities and cities in all parts of the United States.

Editors at "St. Peter's Dome" on Cripple Creek Short Line, June 22, 1913.

Everything went with a joyous rush and go at Pueblo, and it is a growing wonder as to how it was possible to crowd so much into a few hours. The party returned to Colorado Springs at midnight.

Friday was given up to the following program:

9 a. m.— Automobile ride, including residence section of Colorado Springs, a portion of the Canon City state highway, Colorado City, Manitou and the Garden of the Gods.

11 a. m.— Dedication of new ridge road in the Garden of the Gods. Taking of official photograph in the Garden of the Gods.

12 a. m.— Visit to the ancient cliff dwellings in Phantom Cliff Canon; followed by the inspection of the ruins, the museum and the Taos house, the party were the guests of the Cliff Dwelling Company at luncheon, with mineral water with the compliments of the Ute Chief Mineral Water Company. Trip over the Manitou Sky Line Drive, a short ride up Ute Pass and return to Colorado Springs.

3 p. m.— The Colorado Springs and Interurban Railway Company provided street cars for a ride to Stratton Park, following which was a visit to the South Cheyenne Canon and Seven Falls, through the courtesy of the South Cheyenne Canon and Seven Falls Development Company.

6 p. m.— Outdoor beefsteak fry, served in the canon, compliments of the Colorado Springs Chamber of Commerce; mineral water, compliments of Manitou Mineral Springs Company.

8 p. m.— Dance at Stratton Park pavilion.

The editors took a great deal of interest in the drive to Rock Creek on the Canon City highway, asking many questions regarding the system of convict labor, praising the roads of Colorado and stating that their visit would result in spreading the good roads gospel with renewed vigor in their communities. This drive was provided through the courtesy of members of the Chamber of Commerce, the Royal Gorge Auto Tours Company, and by arrangements with the local auto drivers.

Saturday was Manitou day, which included a ride over the Colorado Springs and Interurban railway to Manitou; a ride on the Manitou Scenic Incline railway, ten thousand feet up the bold front of the mountain and a walk to the outlook one thousand feet further up to Outlook in Manitou Park, from which a view was obtained of villages, plains and mountains for forty miles or more. One enthusiast said he could discern Lake Michigan in the distance.

An auto ride through Crystal Park, over a most wonderfully constructed road, climbing by different inclines, a journey of thirty miles, and then came a visit to the Cave of the Winds. Luncheon was served in boxes by the Manitou Hot Iron Club and enjoyed half-way up the mountain side, where a mountain brook leaped from the mountain and furnished nature's cooling beverage.

June 22 was devoted to a trip through the unsurpassed mountain scenery to Cripple Creek, where a lunch was enjoyed at the Imperial Hotel, kept by a former Chicagoan, a Mrs. Short, who formerly operated the Indiana House in the World's Fair City, selling out and going west that year.

At St. Peter's Dome a splendid photograph was taken of the party. A run was had to Denver in the evening, which was full of delight on account of the scenery and the splendid fruitfulness and growth on every hand as the result of irrigation. Monday and Tuesday were passed in Denver; Wednesday on a tour including Boulder, Longmont, Loveland, Greeley and Fort Collins; Thursday and Friday were passed in Estes Park, and Saturday the party returned home. The hundredth part of what was seen and enjoyed has not been told, as the most interesting and useful convention was one of instruction and most promising as to results in the history of the National Editorial Association. The entertainments, the numerous tours and the sight-seeing have never before been equaled. The association has received a great impetus and greater things are in store for 1914 and greater and grander for 1915.

Photo by A. J. Harlan, Colorado Springs, Colo. Original 10 x 34inches. Price $1.00

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NEW COST COMPANY ORGANIZED

Ed. E. Sheasgreen, probably the best known cost system installation expert in the country, and secretary of the Ben Franklin Club of America for the five months prior to its amalgamation with the United Typothetae of America, has, with Theo. J. Turner of Cincinnati, another well-known cost expert, organized The Standard Cost Finding Service Company, "To standardize cost finding and business methods in every line of endeavor."

The one purpose of this new company will be that of advocating and selling a cost finding service based on natural laws of business, and has but one purpose in view — that of getting those in every line of endeavor to, in time, all use these laws and methods.

The office of the new company will be at 1603 Monadnock Block, Chicago, Ill., where the installation of cost finding systems in every kind of manufacturing plant or commercial business, the publishing of books on cost and business methods, the conducting of cost schools for all kinds of organizations and the giving of business lectures will be arranged for.

It can be seen that with the cost of every line of endeavor found by the same laws, that in time business failures would be reduced, losses and leaks checked, while all economical conditions generally and specifically would be studied more and in the right way by employers, as well as by their employes, with the result that many of the ills of society of today would be entirely eliminated.

Mr. Sheasgreen has now ready for the press a book on which he has been working for the last seven or eight years — The Profitable Wage. This book presents the labor problem from an entirely new angle and will deal directly on how to find the cost of producing the labor that is sold for a wage. The author contends that before true production costs can be had that it is absolutely necessary to know the cost of producing labor to sell into a product. He deals with the capital invested in the human machine just as, when finding the cost of a product, he deals with the capital invested in the man-made machine. This book will be ready for the fall trade.

The many friends these two gentlemen have scattered throughout the country will undoubtedly be glad to learn that they are together to continue the good work of teaching business men and the workers the value of knowing true costs.

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A printer, publisher or other business man may be economical and yet not be able to save much money. He may be too economical to make much money to save.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES
RAVENSWOOD STATION, CHICAGO, ILLINOIS
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BENJAMIN S. HERBERT - - - - - - Associate
WM. E. HERBERT - Supt. of Mechanical Department

Official Paper of the National Press Association
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ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO, AUGUST, 1913

The cost experts have reduced cost to time and stock, and time employed by nature, by farmers, by foresters, miners and manufacturers is the great element in the production of stock. Economy of time, system, efficiency and co-operation are the profit-producing forces that the cost system has brought into full play. It is up to printers and publishers, through these, to coin time into worthy service and money profits.

* * *

Co-operation that means intelligent, helpful efforts among trades people, manufacturers and brokers, in friendly rivalry to aid to greater, better and more worthy production, is no enemy to individual development or well-being. It is not a method of bearing of one another's burdens alone, but of abolishing burdens and making all work a pleasure, a strengthening, ennobling recreation.

* * *

Monopoly, when meant as taking away opportunities from others, or the controlling or exploiting of others for selfish gain, is the surest way of impoverishing and degrading a people. Monopoly in the industries, no less than monopoly in government, leads to sloth, want, discontent, and must end in strikes or revolution. No one man is wise enough, sufficiently broad, good, far-seeing or generous to rule any great industry or business or to lord it over his fellows, nor are any set of men sufficiently possessed of all these requisite qualities of head and heart, to so rule for the ultimate well-being of all or even for the final success of either a monopoly or government.

* * *

The lesson of this age is that the highest good to all, the greatest attainment and the most permanent, comes through mutual understanding, helpfulness, reliance and co-operation, all for each and each for all, everyone learning from the other and contributing his ability, skill and loyalty to the common cause or industry. That printing or newspaper office is the most successful in which every worker and the employer and directors, superintendents, foremen and all the rest are alike loyal to and interested in each other and in the establishment.

* * *

The time is coming when all men will work together with heart, mind and will for the well-being and uplifting of each and the advancement of every industry and every business. This is the truest, highest and wisest conservation — the conservation of one another and of all things that are serviceable.

* * *

Harmony is the basis of all permanent and highest well-being. Inharmony leads to loss, to increased burdens, vexations and worry for each and all. Harmony is Heaven; inharmony is Hell. It is a wonder how the great mass of selfish and unthinking human beings prefer to make for themselves and others, and to live in the latter gloomy abode, instead of the former blessed place and condition — either alike possible in this life.

* * *

Speaking of monopoly and its dire results, an instance somewhat in point is furnished by Mr. Mellen, lately resigned from the presidency of the New Haven railroad. His ability, his wide experience as a railway man, his zeal, energy and industry were unquestioned and everywhere admitted; qualities that promised great things for the great transportation line placed under his management. But instead of devoting his great powers to the building up of the road and making the same serviceable to and conservation of the interests and safety of the people — whether wholly through his own will alone or otherwise — he busied himself building up a great monopoly. The result of his course is summarized as follows by the New York Tribune, in speaking of his resignation:

"Monopoly, as Mr. Mellen planned it in New England, a section seeming to have been carved out by nature as monopoly's proper field, has been weighed in the balance and found wanting. It has proved financially gullible, or at least inefficient in protecting its own pocketbook, buying right and left whatever was offered at preposterous prices, thus laying upon itself a crushing burden of debt. It has not brought in large returns, but has left its stockholders groaning. And it has scattered the energies of its promoters and managers so that they had not enough to spare for the efficient conduct of the primary business of running a railroad.

For there can be no doubt that the New Haven's recent 'epidemic of accidents' arose from the failure to concentrate attention on efficient operation."

The New York Times gives a still fuller array of the causes that lead to disaster:

"No one will deny Mr. Mellen's ability as a railway man. His coming to the New Haven was generally welcomed; he began his work with a zeal and energy which promised to achieve notable results. Such projects as the electrification of the line from New Haven to New York or the tunnels under College Hill appealed to his executive ability as well as to his ambition. Fortunate would it have been for him and the company had he stopped there! Fortunate had he confined himself to his legitimate duties and kept his hands out of high finance! A policy of monopoly might be practical or even desirable in some circumstances; but there was never any chance for such a policy as Mr. Mellen followed. It is odd that he and the shrewd attorneys and capitalists who supported him failed to realize this.

"Mr. Mellen has always been arbitrary and overbearing, uncivil in his relations with the public, and aloof in his dealings with his immediate staff. His assertion the other day that he would not recognize the general superintendent if he walked into his office, was a shameful confession of neglect and incapacity. But even his least agreeable qualities would have been pardoned had he succeeded in his grandiose aims, or had he even made a good routine official. It is hard to explain the complete collapse of a reputation which to all appearance was deservedly great."

Herein are lessons for every newspaper maker. The newspaper is the servant of all the people and depends on the goodwill of the public even more than does a railroad. Any tendency to monopoly or any evidence of a subserviency to monopolists, political rings or bosses, is fatal to any proper influence, power or permanent success.

Success of the newspaper is ever along the line of improved service, of independence, fairness and just care for and considerateness toward all the people, as well as toward competitors in the field covered. The chief concern must be for the paper with no disposition or effort to interfere with affairs or rights of other newspapers.

Above all things must newspapers avoid the enumerated faults of President Mellen as to being "arbitrary and overbearing, uncivil in his relations with the public and aloof in his dealings with his immediate staff."

The newspaper must be self-reliant but at the same time must avoid being dictatorial. The newspaper may and should give the facts, the news, with candor and earnestness; must suggest, advocate, argue and commend, but must ever be sympathetic, forbearing, kindly and civil. Comradship and not aloofness should ever rule in the newspaper office. The newspaper must be self-respecting, but must be the friend as it aspires to be the companion and instructor of its people.

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The New York Press Association will celebrate its sixtieth anniversary at the convention in Elmira September 3 to 5, and will, among other matters appropriate to the occasion, review the improvements, changes and advances in newspaper making and printing, as well as the history of the press and the lives of the prominent members of the craft and of the association.

What wonders have been wrought since September 8, 1853! The telegraph and the telephone; co-operative newsgathering through associated press organizations; stenography and typewriting; power presses; web presses; automatic presses; perfecting presses; offset presses; typesetting machines; type casting machines; electric motors and electric lighting, are among the many things that have helped to revolutionize printing and newspaper making.

Nearly as important as these are the advertising agencies; co-operation in business; the new systems of efficiency and cost finding, etc. Every newspaper maker in New York should make it his business, as it will be for his interest and pleasure, to be present at the sixtieth anniversary convention.

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After the foregoing was in type, announcement reached this office of the sixtieth anniversary convention of the Wisconsin Press Association at Milwaukee, August 4, 5 and 6. Both associations rightly claim the honor of being first among editorial organizations in the Nation, Wisconsin taking the precedence by a month or more.

An attractive program is presented for this anniversary occasion. It is proposed, among other things, as appropriate to the completion of six decades of loyal service, to further discuss the possibilities of the greater development of the state, and to join with Milwaukee in kindling the fires of patriotism anew, through celebrating the centennial of Perry's great victory on Lake Erie, one of the chain of the great bodies of water so important to the state for commerce and recreation.

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Prepare for School Advertising

It will be time when this issue appears to think of the work that the opening of school should bring to local printers and publishers. The store of J. K. Gill Co., of Portland, Ore., uses both newspaper space and job work to a large extent in August and September every year to advertise school necessities — and finds that advertising has increased its school supplies business exceedingly.

The Great Uplift Convention

Ten Thousand at the Meeting of the Associated Advertising Clubs of America at Baltimore, Md.

Upon his return from the convention of the Associated Advertising Clubs of America, Arthur Capper, the Topeka publisher, wrote a signed editorial for his paper, the Topeka Daily Capital, in which he declared the Baltimore meeting of greater significance than any other meeting of business men ever held in this country. His article is as follows:

"I had the good fortune to be able to spend three days at one of the most interesting and significant conventions of business men ever seen in this or any other country — the meeting of the Associated Advertising Clubs of America at Baltimore last week. Nearly 10,000 persons were present, all directly interested as buyers or sellers of advertising — a gathering of serious-minded men, in line with the great moral forces of the country, fused into an organization with a consciousness and a purpose, and dealing earnestly with some of the greatest problems of our day. It was a convention of business crusaders, alive with burning enthusiasm which fires every man with a high ideal or a real message; and the symbols on its banners were truth and honesty and the high standards of commercial honor, not the dollar mark. Significant of the convention was the positive manifestation of the new spirit born of the quiet revolution that is permeating the whole advertising world; the definite acceptance of the new commercial philosophy that the Golden Rule pays and that truth and morality are the most profitable business tenets.

"Truth in advertising is the central idea around which this great national movement in business is organized; the principle that honesty and morality are as essential to substantial commercial progress as they are to personal character.

"Unquestionably the tendency of modern business is more and more in the direction of fair dealing and open-handed methods. An aroused public conscience which is becoming increasingly insistent demands that the business world, newspapers as well as merchants, shall deal with the public as devoted, faithful servants of that public. It has made service the dominant note in modern business; has brought about a contempt of unclean methods, and an appreciation of the great truth that more and better business can be done upon the basis of the utmost good faith between buyer and seller.

"Not so many years ago advertising was, to a more or less extent, a system of deceit and misrepresentation. The low moral standard that prevailed in business was tacitly expressed in the warning, "the buyer must look out for himself." A purchase was more like an old-fashioned horse trade, a contest of wits between buyer and seller, neither of whom had any compunctions about deceiving the other. Newspapers frequently published advertisements that were false, misleading and harmful, and it was left to the reader to sort the truth from the lies. It is different now. Conditions are not ideal, to be sure, but the best newspapers are "cleaning up." The whole character of advertising is rapidly changing. The standards of morality in the world of trade have advanced materially. The merchant has found there is a higher purpose and a better profit than misbegotten dollars; that it pays from every viewpoint to tell the truth and win a permanent customer.

"And there is a deep-rooted desire on the part of the publishers, as was constantly manifested at the Baltimore meeting, to accept the moral responsibility which unquestionably attaches itself to such a popular educator as the newspaper. They went home with a firmer conviction that the newspapers, acknowledged to be the most influential pervasive force in the country for exposing vice, for reproving recreant public servants, for exhorting the people to recognize their civic responsibilities, must themselves come before the people with clean hands; that we who seek to lead the public should be heedful of our own footsteps; that we should practice what we preach; that our ethical purposes should be high and our business methods above criticism. It was evident there is a growing determination among newspaper men throughout the country to eliminate the untruthful, the unclean and the dishonest from advertising. Conscious that it is their duty to protect the people against the designs of the advertising fakir, the bogus mail promoter, the vender of harmful remedies, or the dishonest merchant, they will no longer accept advertising that is damaging to the physical, financial or moral condition of their readers; but will give the reader the truth in their advertising columns with the same fidelity that it is given in the news columns.

"The purpose of advertising and business is to establish confidence. Public confidence is the one asset without which no merchant can succeed. Talking through the medium of the daily press to tens of thousands of people is one of the greatest of all modern privileges; therefore a man's advertising should be as sincere as his personal correspondence, as inviolable as his signed contract.

"One of the features of the program of general business uplift which stood out prominently in the new gospel of higher business ideals expounded at the Baltimore convention, was the demand upon the part of advertisers that newspaper publishers tell the whole truth in their circulation statements.

"Lying about circulation goes to the very heart of the matter. It is the crucial test, the first and most unpardonable sin of a newspaper. A newspaper which, covertly or otherwise, deceives the public in regard to the number of copies it prints will deceive it in any or everything else. By all rules of business honor, the advertiser who is buying space in my publication or any other publication, has a right to know just what he is getting for his money.

"I am rather proud of the fact that in the discussion of this question at Baltimore the Topeka Daily Capital was mentioned with the Chicago Tribune, New York World, the Kansas City Star and a half dozen other great newspapers which have at all times given definite information to the public about their actual circulations. The naming of these papers and a statement of their policy of always telling the truth about their circulation elicited enthusiastic applause from the great meeting.

"To me, the uplifting thought of the Baltimore convention was the fact that organized advertising is inspired as never before with the determination to do service; that it has become one of the most effective instruments for the advancement of American civilization through industry and commerce, and is leading in the great ethical impulse that is abroad in the world today. The world is growing better; we are upon the threshold of a grander era in which honesty and good faith and brotherhood are the controlling forces, an era in which the spirit of the Golden Rule will dominate the business world to an extent not dreamed of by the saints and prophets of the past.

"ARTHUR CAPPER."

* * *

It is poor advertising that will not bring in enough trade to pay for itself. Of course, the business that would come without advertising is not to be taken into the account.

Toledo and the Million Dollar Exposition and Third Ohio Cost Congress

A visit to Toledo, Ohio, is in itself a pleasure. Its location, on Maumee River, only eight miles from Lake Erie, is advantageous and has made the place one of the great shipping points for grain, iron ore, coal, lumber, provisions, live stock, wool and other products and manufactures. All the delights and commercial advantages of river and lake are afforded to its inhabitants as well as to the manufacturers.

It is an important railroad center as well and has historic surroundings and many points of interest.

Sixty-one years ago we passed through Toledo, September, 1852, as a boy of nine years of age, and there was one railroad then, the Lake Shore, only completed as far as Toledo. There are now twenty-three lines of roads. There was no bridge then, and we crossed the river in a row boat and rode from there to Sandusky on a flat car, loaded with railroad iron.

Our most vivid memories as to this first visit, over six decades ago, are as to the river banks and the millions of stumps along the tracks and the great forest trees. What a change sixty-one years have wrought! Now one great structure, "The Terminal Exposition Building," is large enough to easily have housed all the inhabitants of sixty years ago.

It was as to this great structure and the approaching Million Dollar Central States Printers' and Publisher's Exposition to be held therein, September 1 to 6, that we were chiefly concerned on this our recent visit. As we understood, seven great railroads united in the construction of the building, and it does honor to their enterprise and regard for the advancement of the industries of the great, rich Central States.

We are pleased to show both interior and exterior views of this building, though these illustrations carry a very imperfect idea of the largeness.

The ground floor space in the building is greater than in Madison Square Garden, New York, or the Coliseum, Chicago. There are one hundred and sixty-seven exhibition booths and the prospect is that every one will be fully occupied. One great advantage is that exhibitors can take their own time, previous to the exposition, for installing exhibits without any additional expense.

At the time of our visit, Mr. H. V. Buelow, managing director, with whom we passed a very pleasant hour in a trip through the building, informed us that many of the exhibits had already been shipped. This was on July 15, six weeks before the opening day. The character of the exhibitors insures that everything will be in readiness on this opening day, as everything is in the best possible shape for receiving and installing the very largest exhibits.

TERMINAL EXPOSITION BUILDING, TOLEDO

Two railway tracks are run through the building, so that there will be no carting to be done. The program of the Cost Congress insures highest instruction and the entertainments arranged are of the very highest order.

Machines in Operation

The American Press recently gave the following facts that were fully verified by what we saw and of which we were told:

Exhibitors are planning to show machines in full operation, so that visitors can get an exact idea of how modern printing is produced, and men in the trade will have before them, under one roof, an exhibit of all the newest wrinkles in time and labor saving equipment.

Many special exhibits will be shown of particular interest. Papermakers will show how the various kinds of paper are made, from the pulp to the finished product; inkmakers will demonstrate the various steps in producing inks, and, in short, every phase of up-to-date printing will be graphically illustrated for the interest and profit of visitors.

As this is an "up to the minute" exposition, it wouldn't be complete without a motion picture display. A big Chicago newspaper is going to use the movies to take the visitors on a personally conducted tour of a modern metropolitan newspaper plant. Other moving pictures will be shown illustrating various features of the printing trade. In short, the Ben Franklin Club of Toledo, which is spending its days and nights making plans and carrying them out, gives as its slogan "See it in Toledo next September" to anyone who wants to know what's what and who's who in the printing, publishing and photo-engraving trades today.

J. M. Thomssen, President Ohio Printers' Federation.

The Terminal Exposition Building has had a unique history. Toledo has the only complete terminal belt railroad in the world, entirely encircling the city and connecting each of the twenty-two lines that enter this great railroad center.

The building was intended as a station in connection with the terminal line, but a change of plans led to discontinuing its use for this purpose.

H. V. Buelow, the director general of the present exposition, saw great possibilities in the mammoth structure as an exposition hall.

Plans were at once made and carried out to convert it to this use, and as a result Toledo now has an exposition and convention hall with greater ground floor space than any other in the United States.

The Democratic state convention was held there last year, and many expositions have been staged in the Terminal Hall in the past eighteen months.

Railway Enters Building

The floor is solid concrete, and the vaulted roof is carried on massive steel girders. A very unusual feature is the fact that a railway track enters the building, thus enabling the disposition of exhibits with an ease and rapidity unknown to other exposition buildings. All waste time in loading and unloading is entirely eliminated.

The exhibits for which space is already reserved are of such an elaborate character that the men back of the exposition ought to have no difficulty in making good their claim that a million dollars' worth of machinery and equipment will be on view when the electric button is pushed on the evening of Monday, September 1, that will set the wheels going and flood the exposition hall with the light from a myriad number of tungsten lamps.

H. J. Vortriede, President Ben Franklin Club

Toledo has a reputation for never doing things by halves, and this spirit pervades the arrangements for the entertainment of visitors to the exposition. The plan is to combine recreation with business, and to sandwich between the sessions of the cost congress and the viewing of the exhibits some entertainment features of an elaborate nature. Among other things an all day boat trip on the Maumee River and Lake Erie to Put-in-Bay and Cedar Point is on the program.

The visit to Put-inBay alone will be well worth the trip to Toledo, as it will enable the visitors to have a view of the new Perry memorial, which will be unveiled this summer in connection with the centennial celebration of Perry's victory on Lake Erie.

A Historic Spot

Put-in-Bay is closely associated with Commodore Perry's activities. The memorial is one of unusual beauty, including a marble shaft several hundred feet high, crowned with an enormous signal light. From Put-in-Bay the visitors will continue their trip on the palatial steamer Greyhound to Cedar Point, the Coney Island of the Great Lakes. Here the printers and publishers are going to enjoy an old-fashioned good time, including a visit to the hundred and one shows for which this big summer resort is famous.

Afterward — for the printer gets hungry once in a while, like an ordinary being — a complimentary banquet of three thousand covers will be laid, following which the guests will embark for a moonlight trip back to Toledo. Many entertainment and amusement features have been planned for the return voyage.

The Ohio Printers' Federation, which has general supervision of the Toledo Printers' Expostion, is made up of representative men in the printing and publishing business in every city and town of the Buckeye State.

The officers are well-known men. Cincinnati is the home of the president, J. M. Thomssen, who is also president of the Methodist Book Concern. H. C. Vortriede, first vice-president, is at the head of the Express Publishing and Printing Company, of Toledo. Albert Scholl, of the Scholl Printing Company, of Chillicothe, is second vice-president.

Headquarters of Third Ohio Cost Congress.

S. Evans Clark, secretary of the Ben Franklin Club of Toledo, and Charles P. Carl, treasurer of the J. B. Savage Company, of Cleveland, are secretary and treasurer, respectively.

PROGRAM

Monday, September First

Registration and distribution of badges and tickets to all entertainments.

10:00 A. M. Meeting of the State Executive Committee, Hotel Secor.
11:00 A. M. Meeting of the Convention Committee, Hotel Secor.
3:00 P. M. Meeting of the State Committee on "Costs," Hotel Secor.
3:00 P. M. Meeting of the State Committee on "Credits," Hotel Secor.
3:00 P. M. Meeting of the State Committee on "Trade Relations," Hotel Secor.
3:00 P. M. Meeting of the State Committee on "Education," Hotel Secor.
3:00 P. M. Meeting of the State Committee on "Organization," Hotel Secor.
4:00 P. M. Reception to Governor J. M. Cox of Ohio.
6:30 P. M. Governor Cox escorted to Exposition Building by Troop "D," O. N. G.
7:00 P. M. Doors of Exposition open to public.
7:15 P. M. Salute by Battery "B" to Governor Cox.
7:30 P. M. Address by Governor Cox.

Toledo Art Museum.

8:00 P. M. Governor Cox touches electric button and starts machinery.
8:30 P. M. to 11:30 P. M., Instrumental and Vocal Concert.

Tuesday, September Second

8:00 A. M. to 10:00 A. M., Exposition open to Printers only.
10:00 A. M. Convention called to order by H. C. Vortriede, Chairman of the Convention Committee. Address of Welcome by Mayor Brand Whitlock. Address and Invocation by the Right Reverend Joseph Schrembs, D. D., Bishop of Toledo. Address by J. M. Thomssen, President Ohio Printers' Federation.
Reports and Recommendations of Committees.
Appointment of Committees.
10:00 A. M. to 12:00 M., O. P. F. Committee Reports and Recommendation of Committees.
12:00 M. to 2:00 P. M., Exposition open to Printers only.
2:00 P. M. O. P. F. Convention. Addresses by C. Lee Downey, Cincinnati, O., "Accounting." B. F. Corday, Cleveland, O., "Better Selling Methods." W. B. Holliday, Cincinnati, O., "The Long Price List." C. W. Wroughton, Kansas City, Mo., "Credit Science."

Steamer Greyhound, for a Day's Excursion.

5:00 P. M. to 7:00 P. M., Exposition open to Printers only.
7:00 P. M. to 11:00 P. M., Exposition open to public.
8:00 P. M. Moonlight Excursion, Steamer Greyhound. Music, Cabaret and Dancing.

Wednesday, September Third

8:00 A. M. to 10:00 A. M., Exposition open to Printers only.

10:00 A. M. O. P. F. Convention. Addresses by A. W. Finley, Boston, Mass.; A. M. Glossbrenner, Indianapolis, Ind., "Efficiency." T. F. MacManus, Toledo, Ohio, "Advertising."

12:00 M. to 2:00 P. M., Exposition open to Printers only.

2:00 P. M. O. P. F. Convention. Addresses by H. S. McCormick, New York City, "Scientific Analysis in Office Management." E. St. Elmo Lewis, Detroit, Mich., "Salesmanship." Col. E. T. Miller, Columbus, O., "Relation of Cost Accounting to Estimating."

Reports of Committees.

Selection of 1914 Convention City.

Election of Officers.

5:00 P. M. to 7:00 P. M., Exposition open to Printers only.

7:00 P. M. to 11:00 P. M., Exposition open to public.

8:00 P. M. Address by Editor Elbert Hubbard.

9:30 P. M. to 12:00 P. M., Entertainment in Grotto by "The Order of Pica."

Thursday, September Fourth

8:00 A. M. to 7:00 P. M., Exposition open to Printers only.

2:00 P. M. to 5:00 P. M., Trip around Terminal Belt. Visit to the plants of the Owens Bottle Machine Co., Willys-Overland Co., Edward Ford Plate Glass Co., and Toledo Furnace Co. Refreshments en route.

7:00 P. M. to 11:00 P. M., Exposition open to public.

8:00 P. M. Address by Hon. Josephus Daniels, Secretary of Navy, Washington, D. C.

Friday, September Fifth

10:00 A. M. to 11:00 P. M., Exposition open to public. Vocal and Instrumental Concerts by the Kilties Band (Highlanders) of the Royal 91st Regiment, Canada.

8:00 A. M. All-day Excursion to Put-in-Bay and Cedar Point. Music and Dancing.

1:00 P. M. Banquet, Cedar Point. Address by Judge John H. Doyle.

Leave Cedar Point 5:30 P. M.; arrive in Toledo 9:30 P. M.

Special Concert by the Kilties Band, 10:00 to 12:00 P. M.

Saturday, September Sixth

9:00 A. M. to 11:00 P. M., Exposition open to public. (School Children, 10 cents.)

Concerts by the Kilties Band, Canada.

LADIES' ENTERTAINMENT PROGRAM

Tuesday, September Second

10:30 A. M. Automobile Ride.

12:30 P. M. Lawn Party and Musicale, Toledo Yacht Club. Sailing on Maumee Bay.

8:30 P. M. Moonlight Excursion on Steamer Greyhound.

Wednesday, September Third

10:30 A. M. Trip to Toledo Beach.

12:30 P. M. Luncheon at Toledo Beach.

6:30 P. M. Visit to Toledo Museum of Art.

Thursday, September Fourth

10:30 A. M. Private Train around Terminal Belt. Start from Exposition. Luncheon en route.

8:30 P. M. Theater.

Friday, September Fifth

All-day Excursion to Put-in-Bay and Cedar Point. Dancing and Music. Banquet at Cedar Point.

Saturday, September Sixth

12:00 M. Luncheon at Inverness Country Club.

4:00 P. M. Private Trolley Car for Ride Around Maumee River Belt.

8:00 P. M. Concert by the Kilties Band, Canada.

* * *

TOLEDO

Toledo, Ohio, is the second transportation center of the United States. Twenty-three separate railroad divisions enter the city, in addition to twelve trolley and six steamship lines. Terminal Exposition Building, Toledo's exposition hall, has ground floor space greater than Madison Square Garden or Chicago Coliseum. Toledo's hotels are numerous, metropolitan in service and cuisine, and reasonable in charges. Hotel Secor, convention headquarters, is equal in appointments and cuisine to any hotel in New York or Chicago. Toledo's location on the direct line of soft coal and iron ore transportation has made the city an important iron, steel and general manufacturing center. Freighters from the head of the lakes discharge their cargoes of grain and ore and return with soft coal. The Toledo harbor is unexcelled on the Great Lakes. Many lake vessels make this their winter quarters. A straight channel to the lake accommodates the largest freight and passenger boats. Present dockage is twelve miles. The only all-concrete dry dock on the lakes is located here, and one of the largest ship building plants.

Toledo is the center of the cut glass, plate glass and bottle making industries. More plate glass is produced here than at any other point in the United States. One bottle in every three used in the United States is made on a machine owned or leased by Toledo bottle-making establishments. The Overland factory is the largest individual automobile plant in the country. Toledo is a leading jobbing center, especially in groceries, coffee, and boots and shoes. It is the leading clover seed market.

The Toledo Museum of Art is known throughout the United States as a building of unusual dignity and beauty. It was built by popular subscription at a cost of half a million dollars. During exposition week it will contain famous historical collections of Perry and the war of 1812. By popular subscription have also been built a Y. M. C. A. building, Y. W. C. A., one of the few in the United States, and the only Newsboys' building ever erected. The Newsboys' association idea originated in Toledo; the Toledo organization has a membership of 8,000 "newsies" past and present.

The Toledo Commerce Club has a membership of nearly 2,000, or practically one member for every 100 of the city's population. The Commerce Club recently conducted a slogan contest. From seven thousand suggestions a slogan was adopted which is typical of the confidence Toledo people feel in their city — "You'll Do Better in Toledo." Toledo also has a creed to which wide publicity has been given — "The Toledoan's Creed":

"I believe in Toledo, the city of real values — the nation's natural gateway of commerce and travel, in the heart of great resources and markets, with unsurpassed railway, dock and harbor facilities, and the near-center of population of the United States.

"I believe in Todelo, the city of real opportunities, with its great institutions of art, education, religion and business, a 'going concern' in industry, government and social uplift; a home city with rest and recreation for all, by river and lake, where it is worth while to live, rear children, invest money and life.

"I believe in Toledo, the city of real progress, modern in municipal equipment and spirit, aggressive in commercial activity and achievement, with inspiring visions and plans for tomorrow and a big chance for every man."

Finally, Toledo has one of the livest of the many live Ben Franklin clubs. The Toledo Ben Franklin Club is sparing no pains to make visitors to the Central States Exposition and Third Ohio Trade and Cost Congress come away with the feeling that the slogan, "You'll Do Better in Toledo" tells the actual truth — at least as far as printers' exposition and conventions are concerned.

* * *

Too much energy is as undesirable as too little. A cloudburst may do as much damage as a drouth.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass.

LOCAL advertisers in the smaller places, which contain the bulk of the population of the country, are looking to the local printer and publisher for advice as to advertising as they never did before.

And as the Associated Advertising Clubs of America have of late assumed so largely the work of promoting honesty in advertising, it is a good time to sound once more the warning to printers and publishers that I gave to those in Canada in the Printer and Publisher seven years ago.

Don't encourage these local advertisers in dissimulation.

It isn't right — and it doesn't pay for any length of time.

Right here it is not out of place to give an earnest hint as to the harm to advertising that irresponsible ad-writers may cause.

Some writers of advertisements indulge in extravagant statements, such as would never be made by an advertiser if he wrote his own ads.

And yet the advertiser is pleased with the adman's work.

He shouldn't be.

Flattery, the food of fools, pleases even men of wit, as an English satirist pointed out long ago.

The hyperbolical effusions of the ad-writer, though they may be just like what he would write for the advertiser's rival, flatter the advertiser, who pays him with a merry heart.

But they shouldn't.

It is a grave error to look on the ad-writer's statements about one's business as if they comprised a complimentary leader in the editorial columns of the paper.

The ad-writer's glitter and gush go into an advertisement.

And, Mr. Advertiser, it is your advertisement.

And the advertiser is the man who has to stand for the ad-writer's statements.

They are made in his name.

And if he would continue to keep in close and intimate touch with the public, he will have to, if they are not already good, make them good.

That is, he will if he's a good advertiser.

The ad-writer who, for no other reason than that he wants to please momentarily his customer, puts false statements that mislead, or false statements that do not mislead, into an advertisement, or allows them to be put into one, is doing harm both to his customer and to advertising.

And what does harm to advertising also does harm to the printer, the publisher, and the ad-writer himself, whether or not he remains in town.

Don't be afraid to tell just how good, just how cheap, the goods to be sold are.

Don't be so false to your business as even to be falsely modest.

Don't hide your light under a bushel; and don't set the bushel on fire, and thus waste your light.

The local printer and publisher may often, should often, find it possible and profitable to be the local ad-writer.

Let him recognize what a necessary factor advertising is in modern advertising, and try to get up advertisements, or help others in getting up advertisements, that tell the whole truth, but nothing more than the truth, about good goods.

I am not trying to run down the ad-writing business. Why should I? I am in it myself.

In fact, I believe the live business men of any town of any considerable size, should be able to — and should — furnish employment for a good ad-writer.

As to one field for his work, there is many a small town that should realize what important factors the work of the ad-writer, the printer and the publisher are in booming a town so that it will stay boomed.

* * *

The American public, whom a Vanderbilt was willing to let "be damned," was said by Barnum to "like to be humbugged."

This is not so now — even if it ever was.

The watchword of the American public has been getting more and more, "Never again."

Carlyle once said that the population of England was "thirty millions — mostly fools."

The population of the United States is one hundred millions — mostly anything but fools. (It would be well for all advertisers to the American public to think this is so — even if they do not believe it.)

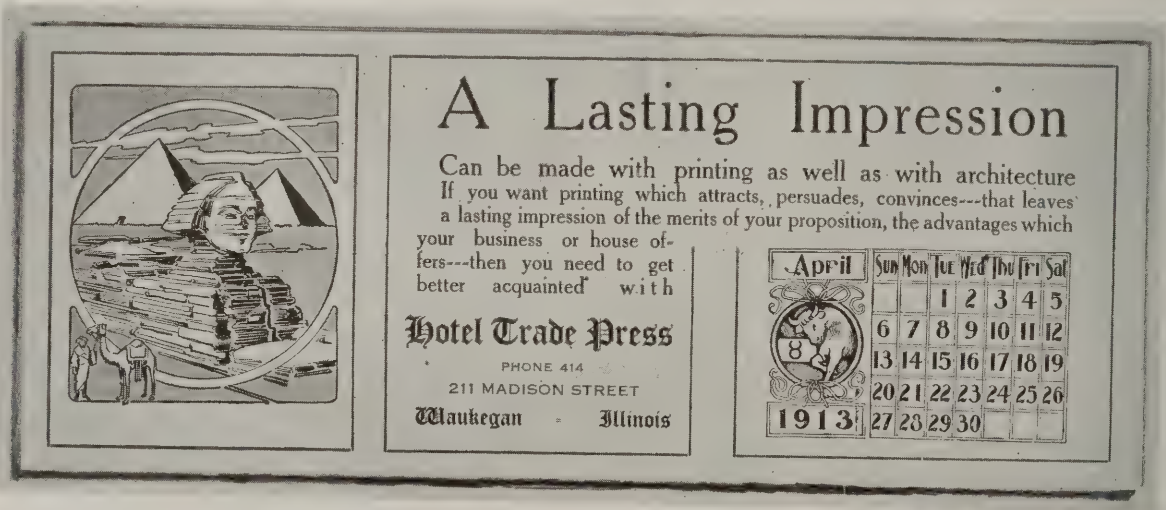
Some people can, of course, in the words of Lincoln, he fooled "all the time." But you can't fool all the American public all the time — nor many of them.

Of course the hybrid population of the United States is generous to a fault — but that very generosity is not, for the most part, utter damphool generosity. And the reputable advertiser who takes advantage of it is mean, dishonest, and not wise.

One reason that concerns in this country whose business it is to fool people flourish like a green bay tree year after year, is that the United States has a good many people. The floating population of New York City, for instance, contains a good many suckers. A sucker certainly enters New York every minute, and may never return after he has passed through a brief period of evolution there. That largely is why some big stores which sell goods at "little prices" — which, however, have littler value than these same prices should represent — manage to keep on selling them.

But in the smaller cities and towns no faker or faking can permanently flourish.

I recall the failure of one clothing firm in a city of about forty thousand inhabitants about twenty years ago — a disaster that lamentably set back the proper appreciation in that town of advertising as a business force. The firm had advertised very extensively, using both newspaper space and printed matter. The advertising was well written from the point of view of workmanship, well illustrated, well set, well printed. The concern had been well canvassed by printers and publishers, and it responded, it was thought, "not wisely, but too well."



A Lasting Impression

Can be made with printing as well as with architecture

If you want printing which attracts, persuades, convinces---that leaves a lasting impression of the merits of your proposition, the advantages which your business or house offers---then you need to get better acquainted with

Hotel Trade Press

PHONE 414

211 MADISON STREET

Waukegan - Illinois

April 1913	Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4	5
	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
	20	21	22	23	24	25	26
	27	28	29	30			

No. 7

Anyhow, it paid well for the advertising. And the printers and the publishers rejoiced greatly thereat.

And yet that firm was doing them an injury whose effects it took years to overcome.

For the failure of the concern was set down by other merchants to its large expenditure for advertising.

But that was not the reason.

The fact was that the firm advertised a different class of goods from that which they sold.

Such advertising does not pay a concern that expects to remain in business.

And in one way, maybe, the other merchants could hardly be blamed for not advertising largely after this fiasco. For the people of that city were afterwards naturally suspicious of much cry, fearing there was little wool behind it.

The people of the United States are adopting a new watchword as regards being humbugged — "never at all!"

Local advertising is as yet in its infancy; and it is well to know its faults — and avoid them.

* * *

The Poorest Job Is Rich

Dan M. Gross, of the Hotel Trade Press, Waukegan, Ill., sends me some work that is excellent though unreproducible, and this blotter (7), which is not so excellent as a whole, but has its excellent points. It is wonderfully bright, this being due to its whiting-out, some of which is good, and to the fact that besides the black, there is red orange and light blue, which go well together. The engraver may not care to reproduce it because of the light blue, but this is in heavy rules and masses, and nowadays engravers can reproduce almost anything. Putting the first line of the body type in a larger size of the series is all right, of course, especially as the line completes a sentence; but even if it did not the style is abundantly justified by usage. There is, however, no excuse for the cap "C," although it is often used in such a case as this. It certainly does not add to the artistic quality of the line. And the two lines beginning the sentence in the smaller size of Cheltenham should not be indented as they are — there is too much light furnished by this indention, together with the natural indention, the wide space between panels, and the space to the left of the cut within the other panel. I think it would be better to use a lower-case "c" in place of the capital, and bring the line, which is thus made of the same length of the head, nearer the head. Transpose the leads or reglets — let the space be after this line. And make the next two lines flush with the rest of the composition. I do not care for the wide spacing of the lower line, and particularly the spacing between letters of "with." There is really no need of having this line full, though, as there is so much daylight in the job, the wording could easily be changed to make a well-spaced full line. The rules between the type and the calendar are handled very cleverly. A little more care would have brought about a better closing of the heavier rules at the lower left-hand corner. The brightness of the job is so pleasing that it is a pity that it has these minor defects.

* * *

A Woman Humorist on Publishers' Advertising

Any critic who denies that a woman can become a humorist of the higher type should read some of Agnes Repplier's essays, which, like all truly humorous productions, have a deeper note than that of mere humor — an inspiration to more thinking in an age that calls for it, if any age ever did. This essayist's article in the June North American Review in which she says there is too much sentiment in this period is as strong in sense as in analytical humor, to which sense is so closely allied.

But much of what the writer calls sentiment is really sentimentality, like that of "Sentimental Tommy." What a pity we have not different adjectives to express the two ideas!

And in the June Century this real humorist shows some of the absurdities of advertising — particularly of publishers' advertising, in a letter supposed to be "From a lady who suffers from skepticism to a friend who is healthily credulous." This is headed "On the Use of Hyperbole in Advertising," and begins thus:

My Dear Eleanor:

No, Eleanor, I have not read "The Three Golden Apples." I have not even read the reviews. But I have read the publishers' notice, because they were good enough to send it to me. They say the book is the literary masterpiece of our day; that it stands unrivaled in intensity of situation; that it is an epoch-making narrative, and a masterly contribution to the [solution of the ? — H. A. W.] problems that confront the thinking world. Upon which I find myself murmuring with Sancho Panza, "Nothing else, mine honest friend?"

Various other instances of hyperbole by different classes of advertisers are given, and the letter ends in a specific reference to the highly imaginative advertising "literature" of some publishers. This shows what a task is before the reformers in that real reform started by advertising men, which has already had such an influence for good, though it naturally has much of the inconsistency attendant on all reforms, in their earlier stages, at least.

And now Massachusetts, in a spasm of integrity, is trying to restrain the exuberance of the advertiser, to clip his wings, and teach him the worth of sobriety. The State proposes to abolish fraudulent advertisements, and to construe the word "fraudulent" so that it will cover any statement that can be proved to be false. A thing must really and truly be just what the advertiser says it is. But oh, Eleanor, what a tangle for the law to smooth out! If, like the three rogues in the Hindoo legend, you sell a dog for a sheep, that, of course, is a transparent lie. But if you say that Clarence Coventry's book is "an epoch-making narrative," who can prove the contrary? We'll have to wait so long to find out the truth that our graves would yawn for us in the interval. And if in 1950 the student of social science were asked "Who wrote 'The Three Golden Apples,' and what influence did it have upon its day?" and he should answer — very naturally — that he had never heard of it, the time for investigation would be over. Clarence, and the publishers, and "The Golden Apples" would all be dead together.

Your affectionate friend,
Agatha Reynolds.

P. S.—Don't send me the book for a birthday present.

* * *

"Do You Think It Was Good Advertising?"

With a booklet advertising the Lynden Tribune came the following letter:

Dear Sir: I sent out this little booklet to advertisers and prospective advertisers last month, in absolutely plain envelopes made to fit of paper like this on which I am writing. Though May advertising was $280.70 as against $225.75 in April, but a small amount of increase was traceable to the booklet. Do you think it was good advertising?

Respectfully,
Dan Cloud.

The Lynden Tribune, Lynden, Wash.

P. S.— I have none of the envelopes left, so I enclose this in wrapper. Cost of job at regular rates, $1 an hour for printer, $1 an hour for press. Cost of paper, 30 per cent; stamps, etc., were about $35. D. C.

The beauty of the 8½ x 5 booklet sent by Mr. Cloud with this letter would not be done justice by a reproduction. Its cover is of a light brown laid stock, on which the most of the composition is square ornaments of two different kinds, most artistically designed, and making a richer effect than is observable on the covers of most bound books. On a panel near the top is the couplet, squarely set in Cheltenham, with a paragraph mark between the lines:

"Oh, wad some power the Giftie gie us
To see oursels as ithers see us."

(I have taken the liberty to change the wording somewhat, giving the lines as Burns wrote them. The square effect would have been better carried out had the words been given as above, and the cap "G" should certainly have been used for a name given to the Almighty.) The lines of the laid stock, which are not noticeable in the ornamental design, are very strongly in evidence in the panel, and the heavy impression of the red row of upright lines, which have a light rule border, gives an intaglio effect that harmonizes well with the laid effect. The cover had three printings, and from an artistic point of consideration the result was worth the expense. The book is bound with a red cord, and contains eight pages of cream deckle-edge stock. It is superbly printed in black and red, in the Cheltenham series. The first page simply says: "A newspaper is a good or bad advertising medium just in proportion as its editors listen and profit by that which is said of it by its readers." The second page is headed "As We See Ourselves," and the third page head. "As Another Sees It," being a criticism of the Lynden Tribune and certain of its ads from Mr. Copper's department of the National Printer-Journalist. Reproductions of an attractive first page of the Tribune and three excellently composed ads, are given as they appeared in the N. P.-J. Good two-line remarks about the paper appear in red at the head of each page; there is a home-written page on the results obtainable by Tribune ads, giving rates to continuous advertisers, and a few words on the last page about the job printing plant, one phrase of which has a pleasing sound — "Our type is new and in families" — although its meaning might be somewhat obscure to the general public. I don't think enough was said about the job printing plant, but the booklet appears to me to be an especially well-prepared advertisement.

But of course the final test of any advertisement is, and should be, Did it pay? Evidently Mr. Cloud, writing, I suppose, a month after the book was printed, is a little doubtful on the subject. I may say that in all the many cases where I have heard from publishers as to what a job cost and the returns it brought, I never knew of an advertisement so well gotten up that did not, in the opinion of the publishers, ultimately pay. The life of such a booklet in the smaller towns is generally much more than a month; and the influence of so good a booklet survives even after what is known in advertising parlance as "life" has ended. If I dwelt anywhere near Lynden, and wanted a good booklet any time in the next ten years, I'd think of Dan Cloud's Tribune plant because of my remembrance of the booklet — and I see many thousands of booklets. Though, as I said, the job printing idea was not played up as it should have been in connection with a book that cost so much money, for all people, naturally, do not appreciate a good booklet as well as I do — they need to be told it is good. And of course the primary object of the booklet was to get advertising for the paper.

But to get advertising for a paper in a town like Lynden, a county like Whatcom, is a process that needs more than one piece of advertising matter, no matter how good that may be. It needs more than printed advertising; personal solicitation should also enter into the equation. And there are some localities where it takes a lot of good advertising, of continuous advertising, to advertise advertising.

I do not consider that a publisher should, in most cases, figure the cost of a job he manufactures for himself on the basis of "regular rates." And any space he gives in his own publication to tell the benefits of both newspaper and job advertising should by no means be considered in the light of the use of so much space which costs the publisher as much as it would any other advertiser. An exception is the case of periodicals like the Saturday Evening Post, which doubtless sometimes uses space for advertising the Curtis Publishing Company which could be sold, without any cost for selling, to an advertiser in some particular issue, but which the company wants for itself. A paper like the Lynden Tribune is helping the business men of its community by printing articles that show the benefits of advertising; and these can be made as interesting as the most of the other reading matter, to the gain of the community, and the newspaper as a benefactor of both itself and the community. And evidently Whatcom county needs such education more than it does instruction as to tariff reform.

Act on this suggestion, Mr. Cloud, and your next booklet as good as this will bring satisfactory results; let me know Whatcom from it.

I have not seen Mr. Cloud's paper, so may not have sized up the situation correctly; maybe the county is hopeless, but I think not, from analogy with other counties that once seemed so. Perhaps it would be better to have more such jobs — as good for the size of them, but less elaborate, and consequently less expensive. I received a single sheet from Eau Claire, Mich., recently, which used a criticism from Mr. Copper's department very cleverly and inexpensively. I should like to reproduce it, but some small children who were helping me in my labors evidently thought this was one of the pieces of printed matter to which they were entitled, and destroyed the most of it, so I cannot give the name of the printer that issued it. If this catches his eye, and he sends me another copy, I will be glad to reproduce it, with favorable comment.

✣ ✣ ✣

Pioneer Editors on a Perfect Publishing Establishment

When such a paper as the Brooklyn Daily Eagle uses a book to advertise its business, there is an assurance of a dignified though eminently interesting publication. I have known journals whose columns were uncompromisingly — and often dully — dignified, which sought to get subscribers by advertising which resembled that of burlesque theaters. If subscribers were obtained by such methods, they were sure to be dissatisfied subscribers — which are a kind it were better for any paper not to have. But the Brooklyn Eagle, though dignified, is never dull; and its establishment is such a truly harmonious one throughout that its advertising is sure to be in keeping with both its dignity and its inspiration of human interest.

"How a Modern Newspaper Is Made: A Story in Word and Picture Concerning The Brooklyn Daily Eagle" is an elaborate production of forty large pages and cover, and is intensely interesting with its clear and concise explanations of the various twentieth century processes that have their parts in the making of a newspaper. Especially is such a work of educational value when it tells, by picture and text, of a modern printing establishment — one that uniformly helps the Eagle live up to the name of "The Newspaper of Today." There are many great newspapers which would be glad to have such a superior plant some day. But I will leave the proof of this to two great newspaper men whose words are quoted in the book. No other newspaper ever had two such testimonials as this, for they are tributes from the two men who have been the pioneers in the most modern form of journalism in America and Great Britain respectively. Their unqualified praise is the more remarkable because its object is so essentially a survival of the best in the older journalism — a real survival, inasmuch as the Eagle is not a newspaper of yesterday, but still of today. The following letter was sent to the Eagle at the time of its seventieth anniversary by Joseph Pulitzer, editor and publisher of the New York World. It was written but a few days before he set out for the trip in Southern waters, during which he died, and it is probably the last expression of opinion on journalism made by him:

> To the Brooklyn Daily Eagle:
>
> This is what I sincerely feel about the Brooklyn Eagle: In the first essentials of any newspaper to be respected and be respectable — Integrity, Independence and Intellect — I consider it among the foremost newspapers in the Nation — and there are very few indeed I would call foremost.
>
> Secondly — as a newspaper emphasizing the word "news" it is absolutely unique, because I do not know of any journal either in New York City or in the whole country using such lavish liberality in space and printing the local news of Brooklyn with such impartiality, non-partisanship and broad variety.
>
> Thirdly — as to the editorial page, I find it courageous, non-partisan, able and free to attack abuses in both parties. My ideal. In specially difficult situations which test courage, character and capacity, I find the Eagle rises to the importance of the occasion and brings out great latent strength in reflecting the moral sense and public opinion of the community, which it largely creates.
>
> I congratulate the Eagle upon attaining its seventieth year full of honors, strength, success and prosperity.
>
> I congratulate the people of Brooklyn in having an organ so remarkably able and representative.
>
> I congratulate Mr. St. Clair McKelway, whose versatility, labor and genius enable him to be ranked among the great editors of the Republic. I wish we had more like him.
>
> Yours sincerely,
>
> Joseph Pulitzer.
>
> Chatwold, Bar Harbor, Me.

The other pioneer — the man who revolutionized English newspaper making, Lord Northcliffe, on the occasion of one of his visits to the United States, as Sir Alfred Harmsworth, before his elevation to the peerage, inspected the Eagle building from cellar to roof. He has probably inspected more newspaper offices in the United States and abroad than any other man living. He owns several great newspapers in England, and great pulp forests in

Newfoundland, and is constantly on the watch for improvements in newspaper making. The following interview with him was published in the Eagle on the day of his departure, and is reprinted here because it sums up the impressions created on a most experienced observer by a trip through the Eagle building. His great ability to grasp not only the general significance, but also the details of a newspaper plant in so short a visit, can find no better illustration than in this statement which he dictated:

> I did not expect to find much to learn on this visit to the United States in the way of newspaper making. All that I did learn I find was in the Eagle's press room, the arrangement of your editorial and news rooms, and the generous provision of light, air and comfort for the five hundred happy-looking workers I saw engaged in your office.
>
> The Brooklyn Eagle is the only non-metropolitan newspaper — and I use the phrase to distinguish it from the Manhattan dailies — that is known in England and France. Its editorial opinions have a wide circulation in both countries. In fact, in Paris you are known as Sir Brooklyn Eagle, as I presume you have seen. Its opinions are frequently quoted there, which is a rare thing in the case of an American paper.
>
> Your paper has a simply amazing hold on Brooklyn itself. I do not speak of it from a business standpoint, but I mean a hold on the minds and hearts of Brooklyn people, such as I have never seen anywhere else. In this respect it is unique, to my mind.
>
> I suppose that the Eagle people are tired of hearing that theirs is the most perfect newspaper office. Perhaps they don't mind a repetition of the statement from one who has made the planning of such establishments his chief work in life.
>
> The unique position of the Eagle in journalism, its vast power over an intelligent population like that of Brooklyn has no doubt necessitated the building up of its many departments on the lavish lines in which I found them. I may claim to have spent many years in the newspaper buildings of all capitals of the world. Here and there I found a newspaper department outside that of editing and publishing.
>
> But I never conceived a newspaper office that should be at once a friend of the people; that should be a center of intellectual activity, an information bureau and a government weather bureau; that should be used as a means of instructing hundreds of young people in newspaper making; that should take the pains to amuse and entertain the children of its city through a department especially devoted to them; in short, a paper that had so many and original departments apart from the making of the newspaper itself.
>
> I am aware of no newspaper that has so deeply entered into the life of its readers as the Eagle. All this has been done, not at all on the line of cold business. I take it to be a return for the warm sentiment always expressed by Brooklyn people in foreign countries for their paper. The Brooklyn man who enters the Paris office of the Eagle — and a very fine department it is, by the way — proceeds to feel homesick at once. He has read the Eagle all his life, he has probably planned out his trip abroad in its information bureau, and I should not be surprised to hear that the Eagle had insured his life, invested his savings and finally buried him. I did not see those departments, but I was prepared for anything after the first half hour in the Eagle building.
>
> In the realms of practical newspaper production the Eagle press room should be dated about 1910. It is filled with devices that will not become general until that time, or thereabouts. The arrangement of its presses and the system by which the paper is fed from reels underneath, so that a new roll can be switched on when the old one is exhausted, without stopping the machinery, is unique in your city. Only one other office in the world like it, I believe. The system of electrical control of all machinery used in getting out the paper is, I believe, to be placed in the same class with your press room.
>
> The means of transportation of the paper within the building, the lighting, the rooms, everything that tends to perfection of production is there. The arrangement of the editorial rooms and news rooms, their perfect system of movable telephones, the stereotyping department, the photographic and half-tone departments, are not merely there in their best form, but also placed so as to provide the greatest amount of work in the least amount of time.
>
> There is a splendid lavishness about the palace of the Eagle that makes one regret that Brooklyn is not a city of its own instead of a part of another city. The paper has an importance in foreign countries suggestive that it is the organ of a whole metropolis and not a part of it. I do not understand why it is not called the New York Eagle or simply the Eagle. Its editorial opinions are quoted all over the world, and its editor, Mr. McKelway, is a man whose name is known to newspaper men wherever our language is spoken.

* * *

A Circulation Record

The department of circulation of the Houston (Tex.) Chronicle is charged with all expenses, such as salary for office help, salary for traveling representatives, their expenses, second class postage,, express, white paper, premiums, ink and incidentals.

During the past six months the Houston Chronicle has made a net gain in circulation of more than 7,000 daily and nearly 8,000 Sunday, notwithstanding the heavy expense of building circulation and charging the department with all expenses, there is still a net profit. This, in the opinion of C. B. Gillespie, secretary and business manager of the Chronicle, is a record standing alone, and for which he gives to Leon Van Laeys, the able director of circulation. The circulation of the Chronicle is 34,000 daily and 41,000 Sunday at this time, the subscription price $6.00 a year, and the paper runs from 20 to 100 pages. For the months of January, February, March and April, 1913, this was a net gain of more than thirty-three and one-third per cent, compared with the same months last year.

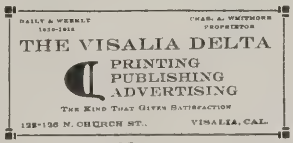
* * *

Many a critic of advertising makes the mistake of thinking that all advertisements are constructed on the same model.

* * *

From Visalia

This handsome envelope corner (10a) in blue, with the border and the paragraph mark brown, is



DAILY & WEEKLY
1859-1913

CHAS. A. WHITMORE
PROPRIETOR

THE VISALIA DELTA

¶ PRINTING
PUBLISHING
ADVERTISING

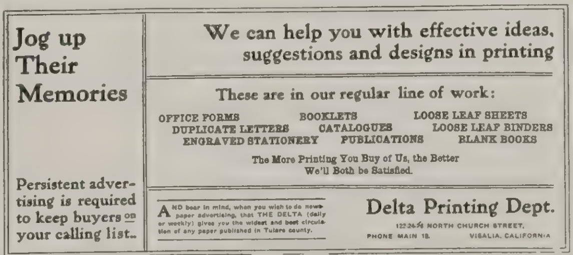
THE KIND THAT GIVES SATISFACTION

122-126 N. CHURCH ST.,
VISALIA, CAL.

No. 10a

from our old friend, J. Warren Lewis, of Visalia, Colo. Why not use the Greek letter Delta for an ornament?

The large blotter (10b) has good points, and is



Jog up
Their
Memories

Persistent advertising is required to keep buyers on your calling list..

We can help you with effective ideas,
suggestions and designs in printing

These are in our regular line of work:

OFFICE FORMS
DUPLICATE LETTERS
ENGRAVED STATIONERY
BOOKLETS
CATALOGUES
PUBLICATIONS
LOOSE LEAF SHEETS
LOOSE LEAF BINDERS
BLANK BOOKS

The More Printing You Buy of Us, the Better
We'll Both be Satisfied.

AND bear in mind, when you wish to do newspaper advertising, that THE DELTA (daily or weekly) gives you the widest and best circulation of any paper published in Tulare county.

Delta Printing Dept.
122-24-26 NORTH CHURCH STREET.
PHONE MAIN 18.
VISALIA, CALIFORNIA

No. 10b

rather pleasing as a whole, but is not nearly so good as the work Mr. Lewis does for customers.

The indention of the double-line head is out of the ordinary, but whether there is not a little too much white in the job is a question. There are three different series in the job, which is something perfectly allowable if the advertising idea is carried out, but the lines, "The More Printing You Buy of Us, etc.," would have been better in the same series as "These are in our regular line of work." I do not care for a plain ceriphed initial with a Gothic face.

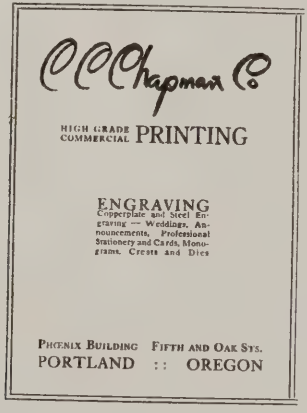
* * *

An advertisement that would otherwise be excellent is often N. G. whatever because it lacks a follow-up.

* * *

Envelope and Letterhead Differently Composed, But Individuality Retained

The envelope corner of C. C. Chapman Company, Portland, Ore., (11a), can justly be described as "chaste." As a study in square effects it is worthy of especial consideration. The nameplate, reproduced from pencilled longhand, is especially attractive with its four capitals. "C. C. Chapman Company Constitutes Characterful Chirography"—there are the seven C's. The nameplate and the word engraving are in orange and the remainder in a slate. The rule border, with a margin, extends around the No. 10 envelope.



C C Chapman Co

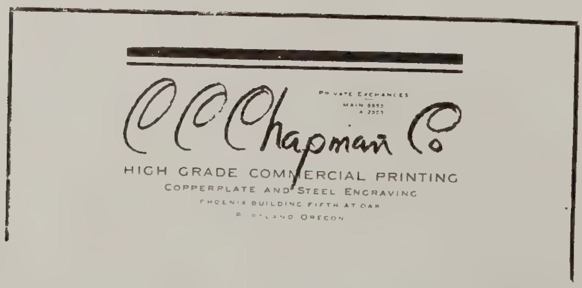
HIGH GRADE COMMERCIAL PRINTING

ENGRAVING
Copperplate and Steel Engraving — Weddings, Announcements, Professional Stationery and Cards, Monograms, Crests and Dies

Phœnix Building Fifth and Oak Sts.
PORTLAND :: OREGON

No. 11a

The letterhead (11b) has a different color scheme. The double rule is light green, the nameplate dark green, and the remainder brown, with the exception of the rule border that surrounds the whole page, with a generous margin; this is in light green, bordered with one-point rules in brown. Though the type, rule and color schemes of envelope and letterhead are different, the strong pencilled signature, the chaste effect, the lightness of tone, retain the individuality of the firm. The manager, H. R. Hayck, to whom I am indebted for these specimens, signs his name in red, which, with the blue typewriting, makes a striking addition to the color plan.



C C Chapman Co

Private Exchanges
Main [illegible]
A [illegible]

HIGH GRADE COMMERCIAL PRINTING
Copperplate and Steel Engraving
Phoenix Building Fifth at Oak
Portland Oregon

No. 11b

* * *

If you don't find the practical addresses you "meet with" in the N. P.-J. GOOD MEAT, it is meet that "YOU SHOULD WORRY."

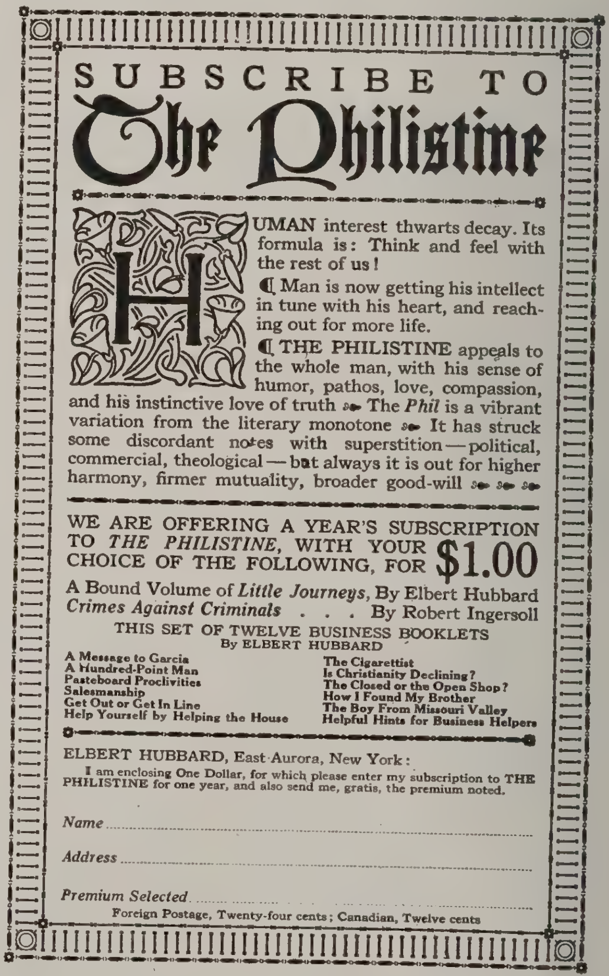
* * *

The extra work that is gotten out of weary employees is not always clear gain.

* * *

The Philistine and the Devil

The ads of itself that the Philistine of East Aurora prints in its pages have a charm of their own—the hardly analyzable Roycrofic charm that has a Hubbardy convention of its own, and so is hardly conventional. Here (12a) is a two-page ad from the buff pages of the Philistine—initials "T" and "P" and the letter of the other initial, the two



SUBSCRIBE TO

The Philistine

HUMAN interest thwarts decay. Its formula is: Think and feel with the rest of us!

¶ Man is now getting his intellect in tune with his heart, and reaching out for more life.

¶ THE PHILISTINE appeals to the whole man, with his sense of humor, pathos, love, compassion, and his instinctive love of truth ❧ The *Phil* is a vibrant variation from the literary monotone ❧ It has struck some discordant notes with superstition—political, commercial, theological—but always it is out for higher harmony, firmer mutuality, broader good-will ❧ ❧ ❧

WE ARE OFFERING A YEAR'S SUBSCRIPTION TO *THE PHILISTINE*, WITH YOUR CHOICE OF THE FOLLOWING, FOR $1.00

A Bound Volume of *Little Journeys*, By Elbert Hubbard
Crimes Against Criminals . . . By Robert Ingersoll

THIS SET OF TWELVE BUSINESS BOOKLETS
By ELBERT HUBBARD

A Message to Garcia
A Hundred-Point Man
Pasteboard Proclivities
Salesmanship
Get Out or Get In Line
Help Yourself by Helping the House
The Cigarettist
Is Christianity Declining?
The Closed or the Open Shop?
How I Found My Brother
The Boy From Missouri Valley
Helpful Hints for Business Helpers

ELBERT HUBBARD, East Aurora, New York:

I am enclosing One Dollar, for which please enter my subscription to THE PHILISTINE for one year, and also send me, gratis, the premium noted.

Name ....

Address ....

Premium Selected ....

Foreign Postage, Twenty-four cents; Canadian, Twelve cents

No. 12a

lower ornamental lines, and of course the $1, red; remainder black. That redundantly named letter, Old Style Antique, still holds its popularity and use as an advertising face.

No. 12b

This (12b) from the Philistine should settle the theological question of a personal devil for all time.

* * *

Can your ad be condensed and convey the same meaning as clearly? Then condense it.

* * *

"AMALGAMATION"

The Ben Franklin Club of America, and the United Typothetae of America, ceased to be July 1st, they becoming at that time amalgamated into one body under the name of the United Typothetae and Franklin Clubs of America.

The amalgamation of these stalwart organizations brings together into one the very best there is in printerdom on which to build a progressive and healthy printers' organization to better work for the uplift of the craft — which work these old organizations have been engaged in for several years back.

Secretary Sheasgreen of the Ben Franklin Club of America, after steady, persistent work, succeeded in turning over 181 applications to the new organization. The actual work of getting applications could not begin until after the vote had been taken as to whether the members wanted amalgamatiton. This result was not had until about April 15, then the membership campaign began. St. Louis came in with 52 members. Des Moines, the first city to perfect a local amalgamatiton, came in with 17. Cleveland with 37, though since the first of July they came along with ten or a dozen more. Chicago produced 46, while the rest of the 181 applications are scattering. This result means that an average of about 75 applications per month were received from the middle of April up to the first of July. If this average is kept up by the new organization, there should be gathered from the fold of the Ben Franklin Club of America by the time of the New Orleans convention about 250 more applicattions. This would mean that better than two-thirds of the membership of the Ben Franklin Club of America would become members of the new body.

This can be accomplished. In fact, it must be accomplished, if the new organization is to be the power for good that it must be. There are a few obstacles, though, which have to be overcome, and each one is a problem in itself.

Many men there are who do not like the name Typothetae because of its connection in past labor troubles. Others do not like the idea of the dollar standing before the man, as it does in the "constitutional" vote. Others seem to think they see in the new amalgamation a move to still further strengthen the old members of the United Typothetae to begin anew their activities against labor, by using the dues coming from the new members for this purpose, when these new members do not believe in opposing labor according to this method. They believe their money should be spent in educational lines rather than in warfare. Some men think that to spend the money in field men for installing cost systems is not good business; they argue that this should be done by those making a business of this particular work. Then, again, there are those who would rather see no national organization — only state and local organizations. On the other hand there are those who do not like the state organization idea at all — they think that the national way is the only way. And so from every hand come problems that must be met.

C. P. Carl, Treasurer Ohio Printers' Federation.

How to solve them is the question. The new organization, with its earnest officers, can and will in time, solve them all, but to do this those who are on the outside must get on the inside, there to show of what clean, white, true stuff they are made when it comes to the cause of battling for better educational activities for the "little" fellow and for a square deal to all men engaged in the craft, whether employer or employe.

So, Mr. Printer, if you are not already "in" get on the inside at once! Then you can do something.

* * *

The buyer of poor printing soon forgets the smallness of the price.

Wisconsin Man to Head New Journalism Department at Oklahoma

Chester Wells, who was duly graduated from the four-year course in journalism at the University of Wisconsin in June, has been appointed by the University of Oklahoma to organize its new department of journalism and to develop its publicity work. He enters upon his new duties in September.

While attending the University of Wisconsin Mr. Wells has been managing editor of the Daily Cardinal, the twelve-page, four-column morning paper published by the students; and also editor-in-chief of the Wisconsin Magazine and of the Badger, the junior annual. For his baccalaureate thesis in journalism Mr. Wells has made an historical study of the evolution of the "make-up" of American newspapers.

Chester Wells, Head New Department of Journalism of Oklahoma. Graduate of the Course in Journalism at the University of Wisconsin

Before entering the university in 1909, he had had practical newspaper experience, beginning as printer's devil in the office of the Freeport, Ill., Democrat. Later he joined the staff of the Freeport Standard, where he worked up through editorial positions and then entered the business office to become advertising manager, and finally assistant business manager. He had an opportunity to become manager and part owner of that paper in 1911, but refused the offer to continue his university work.

For several years Mr. Wells did considerable work as correspondent for the New York Herald, New York World, St. Louis Post-Dispatch, and Chicago Record-Herald.

Just before entering the University of Wisconsin Mr. Wells furnished the St. Louis Post-Dispatch and the New York World with the material that enabled them to scoop the country with their famous story proving the dual existence of John D. Rockefeller's father, who lived and died in northern Illinois under the alias "William Levingston."

He was recently elected president of the national honorary journalistic fraternity, Sigma Delta Chi.

JOURNALISM STUDENTS IN SUMMER SESSION

There are fifty-nine students in the classes in journalism during the summer session at the University of Wisconsin. They come from all parts of the country, among the states represented being California, Oklahoma, Michigan, Missouri, Kentucky, Indiana, Illinois, Iowa, Pennsylvania, Colorado, Alabama, North Dakota. Ten of the summer session students in journalism are college graduates. The total number of students in the classes in journalism at Wisconsin this year, including the summer session, is 196.

* * *

One of the unique festivals of this country is the Shan Kive at Colorado Springs. The name is Indian and means a fete, or good time. The Pike's Peak region people bring a band of one hundred Utes from the reservation and around them build their fall entertainment. This year it occurs September 2 to 4. One of the features will be the marking of a spot where the last Indian massacre occurred in what is now the center of that city, in 1868. In the famous Garden of the Gods will be staged a pageant of history of that region, including the coming of the Spanish Dons, the discoveries of Colonel Pike, the famous "Pike's Peak or Bust" gold rush and the short grass range days. Thousands of tourists who go to the mountains in their automobiles each summer are arranging to make the trip this year during the Shan Kive dates.

Albert Scholl, Second Vice-President Ohio Printers' Federation

* * *

C. W. HOLMAN, OF FARM AND RANCH, ON WISCONSIN UNIVERSITY FACULTY

Charles W. Holman, of Farm and Ranch, has been appointed editor of the University of Wisconsin press bulletin, and will take up his duties July 25.

He succeeds Prof. W. G. Bleyer, who established the University of Wisconsin press bulletin, and has been editor of it for the last nine years.

Professor Bleyer hereafter will devote all his time to the course in journalism, of which he is the head.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

I SUPPOSE a large per cent of my readers have seen copies of Clark & Crockard's "Jim Jam Jems," that unique little publication emanating from Bismarck, N. D., whose editor is up before the Federal court every now and then on trumped-up charges anent the plainness and strength of his printed language. Sam H. Clark, the editor of this remarkable little magazine, goes after everything he considers evil in such a vigorous and original fashion that the guilty ones cannot resist retaliation, with the hope of complete annihilation of the tormentor; but as a devout disciple of the American free press doctrine, especially when the purpose of that press is good and just, I, for one, do not want to see any dampers turned. But the thought with which I had intended to open this installment is something other than that absorbing one of a free press.

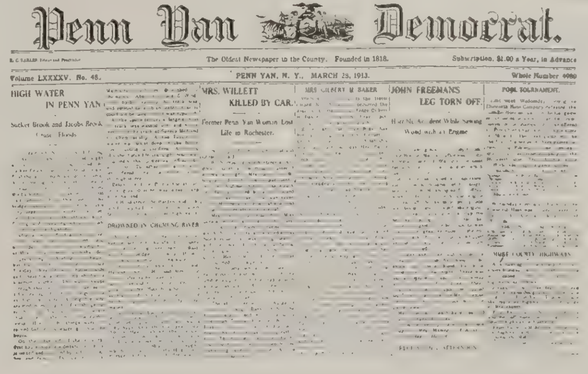
In the May number of Jim Jam Jems there is a hint that ought to be profitably absorbed by the daily (and weekly) press of the country. While reviewing one of the sensational breach-of-promise cases of the time "Jim Jam Junior," as the editor of this brave little magazine styles himself, says:

"It is just another case where a comely woman inveigles some poor fool — old enough to be her father — into calling her his tootsie-wootsie over his own signature, then when he refuses to contract a marriage with her, which will insure a life of ease, she rushes into court with a broken heart and an intact gall and poses in the public print as an 'injured woman,' demanding damages for a bleeding heart. When a woman's heart is really hurting her, the gold cure won't help a bit. And when she's truly sorry for her sin she tells her trouble to the Lord instead of to juries and newspaper reporters. And the newspapers of the country would do honest manhood and worthy womanhood an everlasting good, if they would refuse to be a party to this kind of blackmail by eliminating all reference to breach-of-promise cases from their columns."

The question which Brother Clark here raises simply resolves itself into that old, old newspaper-maker's problem of whether or not it is right to give one's readers what they demand. A druggist, we know, is not supposed to dispense poisons for suicidal purposes, and neither should an editor dish out poison promiscuously to his subscribers merely because they demand it. The question every true newspaper man should ask himself before he allows anything to go into his columns is not, "Does the public demand it?" but "Will the information benefit mankind? Will it improve them mentally or morally?" or, at least, he should ask, "Will this thing I am about to publish hurt?" If such tests as these were rigidly applied to everything that is printed, the free press of America, as a power for enlightenment, would soon increase ten-fold.

✣ ✣ ✣

Something distinct as a home newspaper is this Penn Yan, N. Y., Democrat, copies of which have been with me for some weeks. Its principal point of distinction is the fact that it is impressed on book paper instead of print, giving it at once a high class appearance. The front page is clean and very neatly made up, as the accompanying reproduction will show (Exhibit 1). It would be hard to improve upon the contents of this sheet. I have scanned the pages even a little more closely than ordinary, and have been pleased with the news and editorial columns. Only one thing have I discovered to deplore, and that is the haphazard style of arrangement of matter in the inner pages. The displayed ads are strong and forceful, but seldom artistic, due to an admixture often of uncongenial faces. Presswork is delightfully correct. The double-deck heads are not always well written nor well worded — that is, I mean the stair-step lines



Penn Yan Democrat.

The Oldest Newspaper in the County. Founded in 1818.

Subscription, $1.00 a Year, in Advance

Volume LXXXXV. No. 48. PENN YAN, N. Y., MARCH 28, 1913. Whole Number 4980

HIGH WATER IN PENN YAN

Sucker Brook and Jacobs Brook Cause Floods

DROWNED IN CHEMUNG RIVER

MRS. WILLETT KILLED BY CAR.

Former Penn Yan Woman Lost Life in Rochester.

MRS. GILBERT H. BAKER

JOHN FREEMANS LEG TORN OFF.

POOL TOURNAMENT.

No. 1

are not always of equal length nor are they always properly worded. For instance, take this example:

MRS. WILLETT
KILLED BY CAR.

Former Penn Yan Woman Lost
Life in Rochester.

To practically reverse the information would be more in accord with my idea, something like this:

PENN YAN WOMAN
KILLED BY CAR

Mrs. Lucy Willett Loses Life
in Rochester

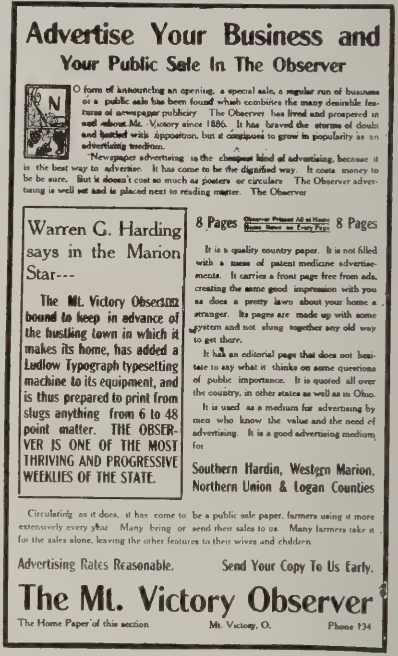
In case of an accident, the first question that arises to human mind is "What has happened?" The main fact of the story, then, is "Woman Killed." By adding "Penn Yan" and "By Car" to the headlines, the main facts of the story are fully stated. Details may then follow in the subhead. It will also be noted that I have omitted all end-line punctuation, as not only useless, but detrimental to the balance of the lines.

* * *

Not so instantly pleasing is the Herold, of Toronto, S. D., as the sheet just reviewed, not only because it is printed on news stock rather than on a fine grade of book, but also because the typography and presswork are of a perceptibly lower grade. The double-deck heads are made unsightly because they are a little too sensational in twenty-four point bold condensed Gothic combined with the deep inverted pyramid of pica poster, especially considering the tame stuff that follows. The pica poster is too large a face for the single-line headings, also; eight or ten-point is large enough. The contents of the Herald are much better generally than these other features alluded to. The locals are written up in a creditable style, and the letters from special correspondents form a feature that I'm inclined to commend. The absence of an editorial department is to be regretted; but no one realizes better than I how difficult it is to maintain such a feature in a home weekly, where space is frequently limited and in the creation of which help is as scarce as time is fleeting. The pressman evidently runs his fountain a trifle too wide open and the ad compositor is producing only mediocre work.

* * *

A long time have these copies of Joe Pennock's Mt. Victory, Ohio, Observer lain on my desk. I have kept them indefinitely, pending such day as I might find time for their proper consideration, for they contain a feature to which I have wished to devote some space in these pages of the National Printer-Journalist. Pretty nearly all newspaper publishers know something about how hard it is to induce people to advertise, and thousands of clever heads have worked overtime to create schemes for making advertising come easy. We are all pretty much familiar with a lot of these schemes, many of which are excellent. But there's an all-important angle to the problem that has escaped some of us, and that's the important necessity of educating folks to read advertisements. Now, in spite of the fact that this is an advertising age, in spite of the fact that advertising is extremely popular and all periodicals are full of it, there are yet many, many people reading home newspapers who do not give the close attention to the displayed spaces which they reasonably should. Hence, any effort to overcome this condition is highly commendable and must naturally result in an increase in advertising patronage, because it will naturally tend to create greater results for those who do advertise. Now, such an effort has Brother Pennock been making. In liberal displayed spaces in



Advertise Your Business and
Your Public Sale In The Observer

NO form of announcing an opening, a special sale, a regular run of business or a public sale has been found which combines the many desirable features of newspaper publicity The Observer has lived and prospered in and about Mt. Victory since 1886. It has braved the storms of doubt and battled with opposition, but it continues to grow in popularity as an advertising medium.

Newspaper advertising is the cheapest kind of advertising, because it is the best way to advertise. It has come to be the dignified way. It costs money to be be sure. But it doesn't cost so much as posters or circulars The Observer advertising is well set and is placed next to reading matter. The Observer

Warren G. Harding says in the Marion Star---

The Mt. Victory Observer is bound to keep in advance of the hustling town in which it makes its home, has added a Ludlow Typograph typesetting machine to its equipment, and is thus prepared to print from slugs anything from 6 to 48 point matter. THE OBSERVER IS ONE OF THE MOST THRIVING AND PROGRESSIVE WEEKLIES OF THE STATE.

8 Pages Observer Printed All at Home / Home News on Every Page 8 Pages

It is a quality country paper. It is not filled with a mess of patent medicine advertisements. It carries a front page free from ads, creating the same good impression with you as does a pretty lawn about your home a stranger. Its pages are made up with some system and not slung together any old way to get there.

It has an editorial page that does not hesitate to say what it thinks on some questions of public importance. It is quoted all over the country, in other states as well as in Ohio.

It is used as a medium for advertising by men who know the value and the need of advertising. It is a good advertising medium for

Southern Hardin, Western Marion, Northern Union & Logan Counties

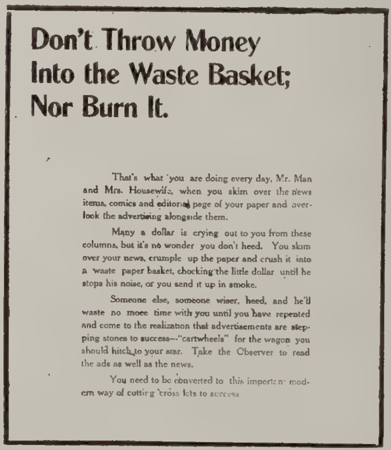
Circulating as it does, it has come to be a public sale paper, farmers using it more extensively every year Many bring or send their sales to us. Many farmers take it for the sales alone, leaving the other features to their wives and children

Advertising Rates Reasonable. Send Your Copy To Us Early.

The Mt. Victory Observer

The Home Paper of this section Mt. Victory, O. Phone 134

No. 2



Don't Throw Money
Into the Waste Basket;
Nor Burn It.

That's what you are doing every day, Mr. Man and Mrs. Housewife, when you skim over the news items, comics and editorial page of your paper and overlook the advertising alongside them.

Many a dollar is crying out to you from these columns, but it's no wonder you don't heed. You skim over your news, crumple up the paper and crush it into a waste paper basket, chocking the little dollar until he stops his noise, or you send it up in smoke.

Someone else, someone wiser, heed, and he'll waste no more time with you until you have repented and come to the realization that advertisements are stepping stones to success—"cartwheels" for the wagon you should hitch to your star. Take the Observer to read the ads as well as the news.

You need to be converted to this important modern way of cutting 'cross lots to success

No. 3

his Observer he has been advising his readers of the personal advantages in the habit of advertisement-reading. I will here reproduce this trio of ads, hoping that they will be large enough, even in the reduced form, to be legible. That will be the easiest way of presenting the matter to other editors who may desire to do something along the same line. So favorably am I impressed with the idea that, just the very first edition of my own paper wherein space seems to be available for the purpose, I will insert these advertisements (Exhibits 2, 3 and 4) or something similar.

* * *

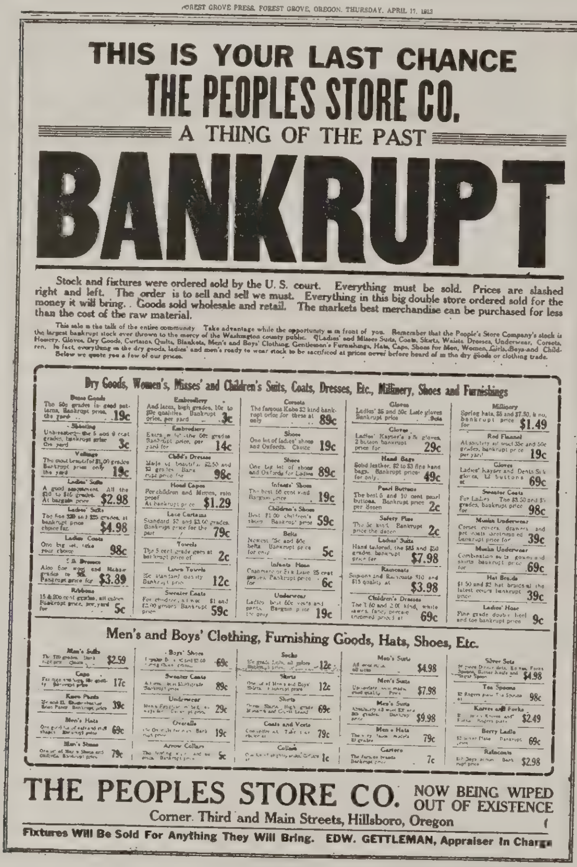
That the Oregon University school of journalism offers its students a valuable and practical course of instruction is very ably proved, I think, by this edition of the Eugene, Ore., Morning Register, which was issued without help by a staff selected from the class of sixty students. The editorial and reportorial work will compare quite creditably with that of many professionals, and the head-writing is done with extreme nicety. The job is the more remarkable and commendable when it is considered that this newspaper was issued by these students after only four and one-half months of instruction at the University — a very short apprenticeship, indeed. This idea of the Eugene newspapers placing their plants at the service of the University's department of journalism is a particularly fine one, thus giving the students the opportunity to practically apply the knowledge absorbed at class.

* * *

Thus far I have been prevented from bestowing upon this twenty-four page agricultural edition of the Rhinelander, Wisconsin, New North the proper notice which it deserves. It is an elaborate edition, and, as is so often the case with these elaborated home newspapers, several features have probably suffered through the extra work incident to the elaboration. To issue a twenty-four page edition, even in a well equipped country newspaper office, is no small undertaking, and the shop that does it with ideal results in all the various departments, is to be congratulated. For my part, I do not care for, nor do I advise, the issuing of editions of a greater number of pages than can well be handled, when it is not reasonably necessary. The result is sure to be an edition of mediocre merit, because of the overtaxed force and equipment. I cannot say that the New North strained itself in an effort to make a record in number of pages; but I know such is often the case with special editions. I have seen special editions wherein page after page of plate was run just to make a big showing. I call such action a sinful waste of ink and paper. And, while I am discussing the subject, I might as well express a conviction which I have long harbored against the Sunday press of the country. Did you ever see a Sunday paper that was half read through by its purchaser? My copy of the Sunday Record-Herald lies at my side as I write these lines. It consists of nine parts, of an average of eight pages each, I presume. Now I dare say if I should invite in three score of my neighbors today, the whole party would be provided with all the newspaper reading it might crave, using only this one Sunday paper, and I would limit my invitations only to those whom I know to be readers. We hear and read much about the imminent exhaustion of the world's paper supply; yet the way these Sunday papers extravagate in the needless use of white paper does not indicate that there is a bit of truth in the scare. To me, our modern Sunday papers are a convincing demonstration of the homely old maxim — " too much of a good thing." A copy of one of them never fails to give me a sense of weariness the moment my newsboy hands it to me. And, particularly where the work has not been done especially well, these ponderous special editions of home weeklies sometimes give me a similar emotion. As intimated above, a close examination of this special edition of the New North does not reveal that it was made unnecessarily large. A lot of good matter was collected and enough advertising to warrant the twenty-four pages. There is evidence in every page of a first class equipment, but regretably there is a striking lack of system in the paper's makeup. As is so frequently the case in country shops, too, the folder has not been properly adjusted, so that too deep a trim gives the tops of pages a docked appearance. Another deplorable fact is that the sheets were evidently run with ink too heavy to admit of running and immediate turning without offset. This gives the pages an unpleasantly smudged appearance. Aside from these features this edition is worthy of praise, the contents being excellent, the clean front page, the many fine big illustrations, the keen editorial page, etc., being among the good points that have not escaped me.

* * *

The examination of a somewhat great accumulation of copies of the Forest Grove (Oregon) Press, that delightful model of a newspaper which was reviewed not many weeks ago in these columns, tells me that something has been happening at Forest Grove — and in the Press office. I would be interested in the whole story, of which the only inkling I have is the fact that about the second issue in May the name of G. Edwin Secour as managing editor was changed to J. N. Hoffman, which a couple of weeks later was superseded by E. S. Sparks. It is not my office to make partial comparisons between the work of competitors, nor will I stoop to it here, only must I say that, as his successors know, too, I have no doubt, there are few newspaper men who could keep a newspaper up to the standards of excellence set and maintained by Brother Secour. He was giving the folks of Forest Grove an extraordinarily fine newspaper; but I surmise it was only another case of unappreciated breadth of mind — still I hope not. I am judging only from the editorials — fine, clean and strong editorials they were, too — demanding a square deal for all. The bone of contention between Editor Secour and some of those prominent in church circles seems to have arisen over the question of prospective Sunday games and races at the training and breeding park established near the city. Brother Secour could not see the wrong in those things, nor distinguish between days of the week, and naturally it made trouble with the orthodox people. Editor Secour bravely defended his stand and boldly declared that he would rather close shop and depart than to don a muzzle as an editor. I sincerely hope that the people of Forest Grove are not the narrow kind that condemn a man who happens to entertain a different opinion than they. It may be that those who differ from us sometimes occupy a higher point on the mountain side of human progress than we do, and hence they see further into the landscape than we can from a lower point of view. Especially should one stop and think about this, if the person who differs from one is advocating something different from the popular belief. Popular belief is often popular because it is old. Many popular beliefs, such as those concerning geography in the time of Columbus, have been proven wrong. And it may be that some day the human race will advance to the point which I surmise G. Edwin Secour has attained, where all days look alike sacred. Surely to me God seems no more active on a Saturday or a Sunday than on a Tuesday or a Thursday, and what we do on one of these days, if sinful, must be just as displeasing to the Father if perpetrated upon another day. It is not the day, but the deed, that counts with the man and his God. All of which perhaps has nothing to do with a department of newspaper review. In exhibit 5 I reproduce a dandy big ad from the Forest Grove Press.



FOREST GROVE PRESS, FOREST GROVE, OREGON, THURSDAY, APRIL 17, 1913

THIS IS YOUR LAST CHANCE

THE PEOPLES STORE CO.

A THING OF THE PAST

BANKRUPT

Stock and fixtures were ordered sold by the U. S. court. Everything must be sold. Prices are slashed right and left. The order is to sell and sell we must. Everything in this big double store ordered sold for the money it will bring. Goods sold wholesale and retail. The markets best merchandise can be purchased for less than the cost of the raw material.

This sale is the talk of the entire community. Take advantage while the opportunity is in front of you. Remember that the People's Store Company's stock is the largest bankrupt stock ever thrown to the mercy of the Washington county public. ¶Ladies' and Misses Suits, Coats, Skirts, Waists, Dresses, Underwear, Corsets, Hosiery, Gloves, Dry Goods, Curtains, Quilts, Blankets, Men's and Boys' Clothing, Gentlemen's Furnishings, Hats, Caps, Shoes for Men, Women, Girls, Boys and Children. In fact, everything in the dry goods, ladies' and men's ready to wear stock to be sacrificed at prices never before heard of in the dry goods or clothing trade. Below we quote you a few of our prices.

Dry Goods, Women's, Misses' and Children's Suits, Coats, Dresses, Etc., Millinery, Shoes and Furnishings

Dress Goods The 50c grades in good patterns, Bankrupt price, the yard .. 19c
Sheeting Unbleached—the 8 and 9 cent grades, bankrupt price the yard 3c
Voilings The most beautiful $1.00 grades Bankrupt price only the yard 19c
Ladies' Suits A good assortment. All the $10 to $16 grades. At bargain price $2.98
Ladies' Suits The fine $20 and $25 grades, at bankrupt price choice for $4.98
Ladies' Coats One big lot, take your choice 98c
Silk Dresses Also fine wool and Mohair grades to [illegible] Bankrupt price for $3.89
Ribbons 15 & 20c cent grades, all colors Bankrupt price, per yard for 5c

Embroidery And laces, high grades, 10c to 25c qualities. Bankrupt price, per yard 3c
Embroidery Extra [illegible] lot—the 50c grades Bankrupt price, per yard for 14c
Child's Dresses Made of beautiful $2.50 and $3 grades. Bankrupt price for 98c
Hood Capes For children and Misses, rain proof At bankrupt price $1.29
Lace Curtains Standard $2 and $3.00 grades. Bankrupt price for the pair 79c
Towels The 5 cent grade goes at bankrupt price of 2c
Linen Towels 25c standard quality Bankrupt price 12c
Sweater Coats For children, all wool $1 and $2.00 grades. Bankrupt price 59c

Corsets The famous Kabo $2 kind bankrupt price for these at only 89c
Shoes One lot of ladies' shoes and Oxfords. Choice 19c
Shoes One big lot of shoes and Oxfords for Ladies 89c
Infants' Shoes The best 60 cent kind Bargain price 19c
Children's Shoes Best $1.00 children's shoes Bankrupt price 59c
Belts Newest 25c and 60c belts. Bankrupt price for only 5c
Infants' Hose Cashmere or Silk Lisle 25 cent grades. Bankrupt price for 6c
Underwear Ladies' best 60c vests and pants. Bargain price for only 19c

Gloves Ladies' 35 and 50c Lisle gloves Bankrupt price 9cts
Gloves Ladies' Kayser's silk gloves, 2 button bankrupt price for 29c
Hand Bags Solid leather, $2 to $3 fine hand bags. Bankrupt price for only 49c
Pearl Buttons The best 5 and 10 cent pearl buttons. Bankrupt price per dozen 2c
Safety Pins The 5c kind. Bankrupt price the dozen 2c
Ladies' Suits Hand tailored, the $25 and $30 grades, bankrupt price for $7.98
Raincoats Slip-ons and Raincoats $10 and $15 quality at $3.98
Children's Dresses The 1.60 and 2.00 kind, white lawns, fancy percale trimmed priced at 69c

Millinery Spring hats, $5 and $7.50, [illegible] bankrupt price for $1.49
Red Flannel Absolutely all wool 35c and 50c grades, bankrupt price per yard 19c
Gloves Ladies' Kayser and Dents Silk gloves, 12 buttons at 69c
Sweater Coats For Ladies. The $3.50 and $5 grades, bankrupt price for 98c
Muslin Underwear Corset covers, drawers and petticoats lace trimmed bankrupt price for 39c
Muslin Underwear Combination suits, gowns and skirts bankrupt price for 69c
Hat Braids $1.50 and $2 hat braids in the latest colors bankrupt price 39c
Ladies' Hose Fine grade double heel and toe bankrupt price 9c

Men's and Boys' Clothing, Furnishing Goods, Hats, Shoes, Etc.

Men's Suits The $10 grades. Bankrupt price. Choice $2.59
Caps For men and boys, 50c quality. Bankrupt price 17c
Knee Pants [illegible] Bankrupt price 39c
Men's Hats One good lot of soft and stiff shapes. Bankrupt price 69c
Men's Shoes One lot of Men's Shoes and Oxfords. Bankrupt price 79c

Boys' Shoes [illegible] 69c
Sweater Coats [illegible] Bankrupt price 89c
Underwear [illegible] 29c
Overalls [illegible] Bankrupt price 19c
Arrow Collars [illegible] Bankrupt price 5c

Socks [illegible] 12c
Shirts One lot of Men's and Boys' Shirts. Bankrupt price 12c
Shirts [illegible] 69c
Coats and Vests [illegible] 79c
Collars [illegible] 1c

Men's Suits [illegible] $4.98
Men's Suits Up-to-date, well made, good quality. Price $7.98
Men's Suits Absolutely all wool [illegible] grades. Bankrupt price $9.98
Men's Hats [illegible] 79c
Garters The famous brands Bankrupt price 7c

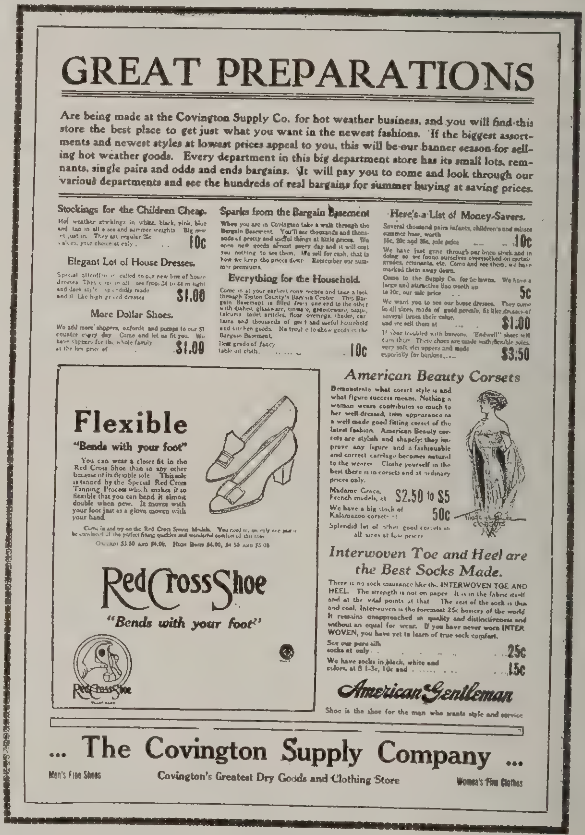
Silver Sets [illegible] $4.98
Tea Spoons [illegible] 98c
Knives and Forks [illegible] $2.49
Berry Ladle [illegible] 69c
Raincoats [illegible] $2.98

THE PEOPLES STORE CO. NOW BEING WIPED OUT OF EXISTENCE
Corner Third and Main Streets, Hillsboro, Oregon
Fixtures Will Be Sold For Anything They Will Bring. EDW. GETTLEMAN, Appraiser In Charge

No. 5

✣ ✣ ✣

I am happy to say that I am still the favored friend of Tom McGregor, the skillful ad-man on the Covington, Tenn., Leader, as proof of which I hold out the fact that I continue to receive specimens of his creditable work. One of the best specimens Brother McGregor has produced for some time is this fine page ad shown as exhibit 6. Adequate white margins, good display and neat design are some of the good points that make this advertisement above the average in excellence.



GREAT PREPARATIONS

Are being made at the Covington Supply Co. for hot weather business, and you will find this store the best place to get just what you want in the newest fashions. If the biggest assortments and newest styles at lowest prices appeal to you, this will be our banner season for selling hot weather goods. Every department in this big department store has its small lots, remnants, single pairs and odds and ends bargains. It will pay you to come and look through our various departments and see the hundreds of real bargains for summer buying at saving prices.

Stockings for the Children Cheap.
Hot weather stockings in white, black, pink, blue and tan in all sizes and summer weights. Big new lot just in. They are regular 25c values, your choice at only 10c

Elegant Lot of House Dresses.
Special attention is called to our new line of house dresses. They come in all sizes from 34 to 44 in light and dark styles, splendidly made and fit like high priced dresses $1.00

More Dollar Shoes.
We add more slippers, oxfords and pumps to our $1 counter every day. Come and let us fit you. We have slippers for the whole family at the low price of $1.00

Sparks from the Bargain Basement
When you are in Covington take a walk through the Bargain Basement. You'll see thousands and thousands of pretty and useful things at little prices. We open new goods almost every day and it will cost you nothing to see them. We sell for cash, that is how we keep the prices down. Remember our summer premiums.

Everything for the Household.
Come in at your earliest convenience and take a look through Tipton County's Bargain Center. This Bargain Basement is filled from one end to the other with dishes, glassware, tinware, graniteware, soaps, talcums, toilet articles, floor coverings, shades, curtains and thousands of good and useful household and kitchen goods. No trouble to show goods in the Bargain Basement.
Best grade of fancy table oil cloth. 10c

Here's a List of Money-Savers.
Several thousand pairs infants, children's and misses summer hose, worth 15c, 20c and 25c, sale price 10c
We have just gone through our linen stock and in doing so we found ourselves overstocked on certain grades, remnants, etc. Come and see them, we have marked them away down.
Come to the Supply Co. for lawns. We have a large and attractive line worth up to 10c, our sale price 5c
We want you to see our house dresses. They come in all sizes, made of good percale, fit like dresses of several times their value, and we sell them at $1.00
If your troubled with bunions, "Endwell" shoes will cure them. These shoes are made with flexible soles, very soft vici uppers and made especially for bunions $3.50

Flexible
"Bends with your foot"
You can wear a closer fit in the Red Cross Shoe than in any other because of its flexible sole. This sole is tanned by the Special Red Cross Tanning Process which makes it so flexible that you can bend it almost double when new. It moves with your foot just as a glove moves with your hand.
Come in and try on the Red Cross Spring Models. You need try on only one pair to be convinced of the perfect fitting qualities and wonderful comfort of this shoe.
Oxfords $3.50 and $4.00. High Shoes $4.00, $4.50 and $5.00
Red Cross Shoe
"Bends with your foot"

American Beauty Corsets
Demonstrate what correct style is and what figure success means. Nothing a woman wears contributes so much to her well-dressed, trim appearance as a well made good fitting corset of the latest fashion. American Beauty corsets are stylish and shapely; they improve any figure and a fashionable and correct carriage becomes natural to the wearer. Clothe yourself in the best there is in corsets and at ordinary prices only.
Madame Grace, French models, at $2.50 to $5
We have a big stock of Kalamazoo corsets at 50c
Splendid lot of other good corsets in all sizes at low prices

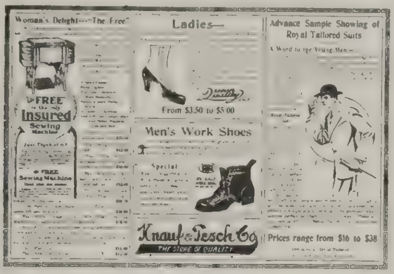
Interwoven Toe and Heel are the Best Socks Made.
There is no sock insurance like the INTERWOVEN TOE AND HEEL. The strength is not on paper. It is in the fabric itself and at the vital points at that. The rest of the sock is thin and cool. Interwoven is the foremost 25c hosiery of the world. It remains unapproached in quality and distinctiveness and without an equal for wear. If you have never worn INTERWOVEN, you have yet to learn of true sock comfort.
See our pure silk socks at only ... 25c
We have socks in black, white and colors, at 8 1-3c, 10c and ... 15c
American Gentleman Shoe is the shoe for the man who wants style and service

... The Covington Supply Company ...
Men's Fine Shoes — Covington's Greatest Dry Goods and Clothing Store — Women's Fine Clothes

No. 6

✣ ✣ ✣

Few towns have a better home newspaper than Chilton, Wisconsin, in its Times, the contents of which are as high grade as they are abundant. This sheet is so nicely printed, too, that it makes a good impression at first sight. The ads are always well set, as the two reproductions (Exhibits 7 and 8) will prove. The good print alluded to is due not only to proper makeready, I judge, but also the correct regulation of the ink flow. So many home papers that come to my desk monthly are printed too heavily with ink.


Woman's Delight---"The Free"

FREE to the only Insured Sewing Machine

Ladies—

From $3.50 to $5.00

Men's Work Shoes

Special

Knauf & Tesch Co.
THE STORE OF QUALITY

Advance Sample Showing of Royal Tailored Suits

A Word to the Young Men—

Prices range from $16 to $38

No. 7

Sat., May 17th
at Chilton Opera House

The Sweetest Story Ever Told

Fred Raymond's Famous Domestic Comedy--A Masterful Combination of Sparkling Wit, Heart-Feeling Pathos and Stirring Incidents

Scenically Superb — Dramatically Brilliant

THE MISSOURI GIRL

Musically Great — Guaranteed Attraction

A Drama That Appeals to All That is Pure and Noble in Human Nature

Grand in Its Simplicity! Great in Its Intensity! Gorgeous in Its Entirety!

New Songs! New Dances! New Music!

Prices of Admission: 25c, 35c, 50c Seats now on sale at Chilton Opera House

No. 8

✣ ✣ ✣

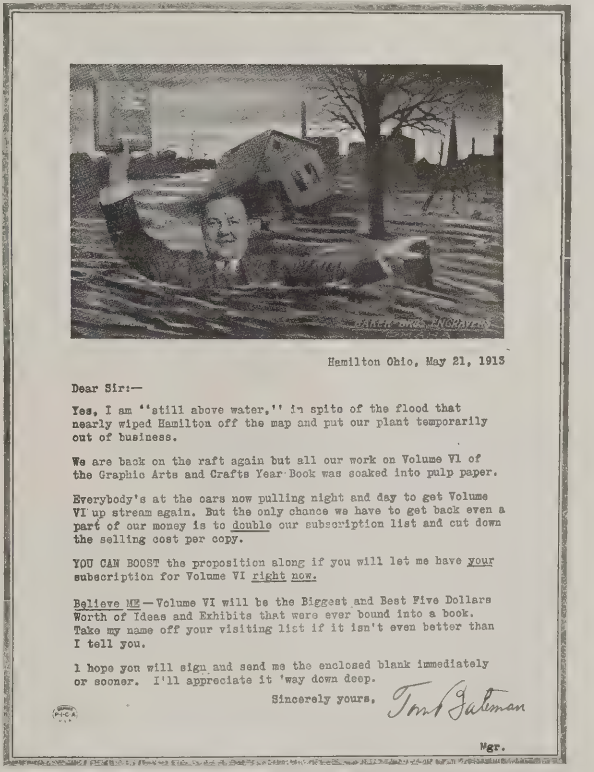
The next two advertisements shown in this department I have clipped from that unique little paper, The Hinsdale (Ill.) Doings. They are very cleverly treated. (Exhibits 9 and 10.)

FIRST CHURCH OF CHRIST, SCIENTIST
IN LaGRANGE, ILL., ANNOUNCES
A FREE PUBLIC LECTURE
ON
Christian Science
by BICKNELL YOUNG, C. S. B.
Member of the Christian Science Board of Lectureship of The First Church of Christ, Scientist, in Boston, Mass
TUESDAY EVENING, JUNE 10th, 1913, AT 8:15
Church Edifice, Cossitt Boulevard and Catherine Avenue
You and Your Friends are Cordially Invited to be Present
DOORS OPEN AT 7 15

HOT CROSS BUNS
NOW READY
✚
POWELL'S BAKERY

No. 10

The Ben Franklin Club of Quincy, Ill., had as their guest on Friday evening, June 27, Mr. E. E. Sheasgreen, secretary of the Ben Franklin Club of America, who delivered his illustrated address on "Capital and Its Relation to Your Business," followed by a demonstration of the printers' cost system. While the meeting was planned in three days' time, and the thermometer at 98 degrees, there were over one hundred to greet him. There were present manufacturers, college professors, employing printers and their employes, including bindery girls and office force, and country editors within a radius of twenty-five miles. Hannibal, Mo., sent a delegation of three. All lines were represented, and the county attorney, who gives out the county printing, was present to learn about the Printers' Cost System. It was given out by one present, who is not in the printing business, that he did not see how a printing office could run without such a system. It was decided by all to be a most profitable meeting. Mr. Sheasgreen is a man of experience and knows whereof he speaks, placing before his audience a row of descriptive figures and facts which were indisputable as to their authenticity and truthfulness. He occupied the attention of the listeners for some two hours and never once failed to impress a point thoroughly upon the minds of the audience. The Quincy club greatly appreciated the efforts of Mr. Sheasgreen in giving them a day at so busy a time as the closing up of his affairs, prior to the amalgamation of the Ben Franklin Club and the Typothetae.


Hamilton Ohio, May 21, 1913

Dear Sir:—

Yes, I am "still above water," in spite of the flood that nearly wiped Hamilton off the map and put our plant temporarily out of business.

We are back on the raft again but all our work on Volume VI of the Graphic Arts and Crafts Year-Book was soaked into pulp paper.

Everybody's at the oars now pulling night and day to get Volume VI up stream again. But the only chance we have to get back even a part of our money is to double our subscription list and cut down the selling cost per copy.

YOU CAN BOOST the proposition along if you will let me have your subscription for Volume VI right now.

Believe ME — Volume VI will be the Biggest and Best Five Dollars Worth of Ideas and Exhibits that were ever bound into a book. Take my name off your visiting list if it isn't even better than I tell you.

I hope you will sign and send me the enclosed blank immediately or sooner. I'll appreciate it 'way down deep.

Sincerely yours, Tom Gateman

Mgr.

A Letter from One of the Gamest Losers in America

✣ ✣ ✣

A. W. HOPKINS APPOINTED AGRICULTURAL EDITOR

Andrew W. Hopkins, editor of the Wisconsin Farmer and secretary of the Wisconsin Live Stock Breeders' Association, has been appointed agricultural editor and professor of agricultural journalism of the College of Agriculture of the University of Wisconsin, by the regents in their July meeting.

REVIEW OF JOB PRINTING

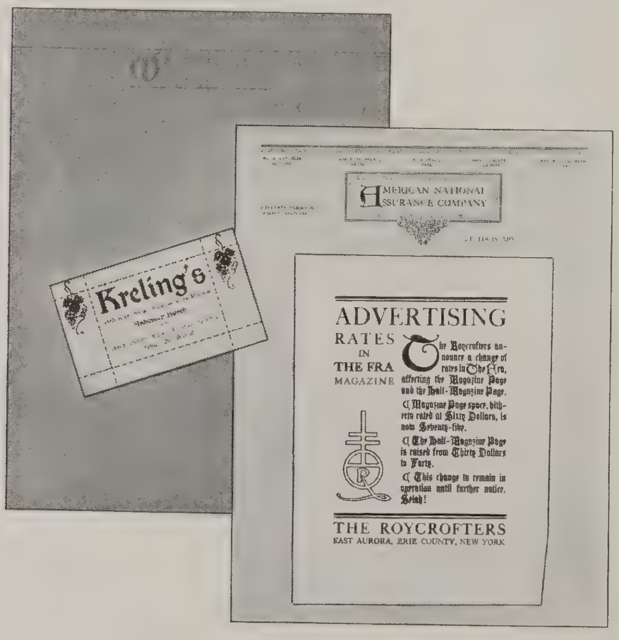
Address All Communications to E. S. HANSON, 440 S. Dearborn Street, Chicago.

AT different times I have had occasion to show title pages which were excellent examples of the handling of a large amount of matter, and here is another one. Possibly it is something of a stretch of the imagination to call this a title page, inasmuch as it contains a sort of introduction as well; but at any rate it is a first-class piece of work and ought to help materially in adding to the already great popularity of the Miehle press. Most of the pages following this one contain a list of the customers of this company.

[Note.—This page has by mistake been included in a plate showing extracts from the National Fire Proofing booklet, mentioned a little farther along.]

✣ ✣ ✣

If I were a physician, and were going to have my stationery, which by all the ethics of the profession ought to be in plain black and white, fantastically done in colors, I should want it done by Axel Edward Sahlin, of the Roycroft Shop at East Aurora. I know of no one else who could get up a creation for a medical man in gray, blue and aluminum, and put it across. And a big fancy initial in it, too. While it is a good one, I really prefer the one for the American National Assurance Company. It is a modest combination of tan stock and olive green ink.



Kreling's

AMERICAN NATIONAL ASSURANCE COMPANY

ADVERTISING RATES IN THE FRA MAGAZINE

The Roycrofters announce a change of rates in The Fra, affecting the Magazine Page and the Half-Magazine Page.

¶ Magazine Page space, hitherto rated at Sixty Dollars, is now Seventy-five.

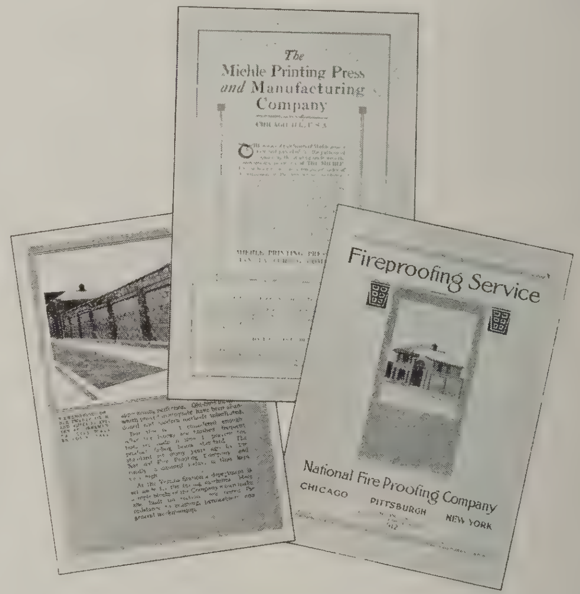
¶ The Half-Magazine Page is raised from Thirty Dollars to Forty.

¶ This change to remain in operation until further notice. Selah!

THE ROYCROFTERS
EAST AURORA, ERIE COUNTY, NEW YORK

✣ ✣ ✣

The term efficient is in danger of becoming overworked, but it is so amply descriptive of a booklet produced by the Reincke-Kreicker Company of Chicago for the National Fire Proofing Company, that I really must use it. The booklet is a combination of white enamel stock, printed in brick red, gray tint, and black. Two sample pages will serve to give an idea of the way it is handled.



The Miehle Printing Press *and* Manufacturing Company

Fireproofing Service

National Fire Proofing Company
CHICAGO PITTSBURGH NEW YORK

✣ ✣ ✣

A novel introduction card to be handed out at the meeting of the National Press Association at Colorado Springs is sent me by H. E. Hogue of Eaton, Colo. It consists of a miniature copy of the edition of the Eaton Herald of May 30, which was an issue of 24 pages, four columns to the page. In the miniature the pages are 2⅞ x 4 inches, and across the front page is the name and address of the editor and proprietor. It is a mighty good introduction, especially for a man who has as attractive and prosperous a sheet as Mr. Hogue.

✣ ✣ ✣

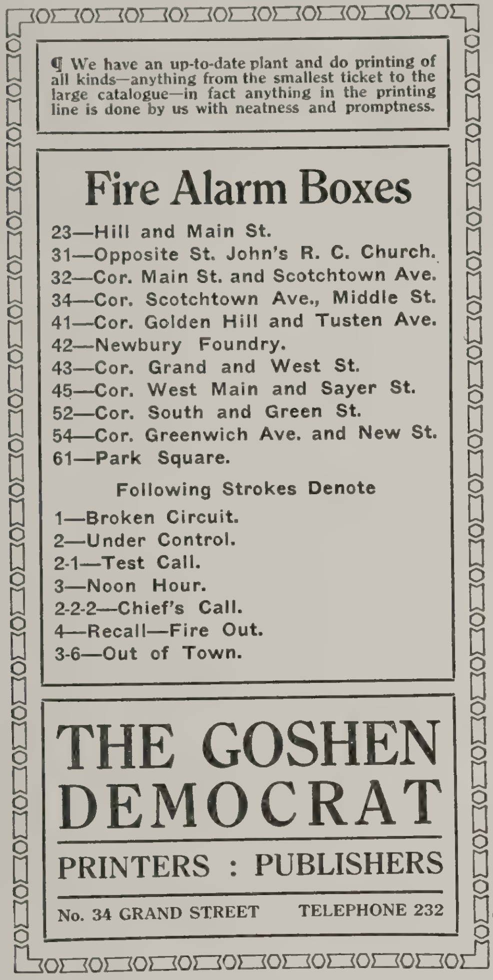
I have a program of the Wisconsin State Franklin Club's Cost Congress which goes into detail as to the hours of meeting, the various halls where the sessions are to be held, and other minutiae, but fails entirely to name the city where all this is to take place. Even the printer falls down once in a while when it comes to writing his own copy.

* * *

Am enclosing herewith two labels and a "Fire Alarm Card" for criticism in your Review of Job Printing department. The work was done by me while working in Goshen, N. Y. Am at present working for a large publishing concern in New York, ad department.

THOMAS CARRIGAN.

New York.



¶ We have an up-to-date plant and do printing of all kinds—anything from the smallest ticket to the large catalogue—in fact anything in the printing line is done by us with neatness and promptness.

Fire Alarm Boxes

23—Hill and Main St.
31—Opposite St. John's R. C. Church.
32—Cor. Main St. and Scotchtown Ave.
34—Cor. Scotchtown Ave., Middle St.
41—Cor. Golden Hill and Tusten Ave.
42—Newbury Foundry.
43—Cor. Grand and West St.
45—Cor. West Main and Sayer St.
52—Cor. South and Green St.
54—Cor. Greenwich Ave. and New St.
61—Park Square.

Following Strokes Denote

1—Broken Circuit.
2—Under Control.
2-1—Test Call.
3—Noon Hour.
2-2-2—Chief's Call.
4—Recall—Fire Out.
3-6—Out of Town.

THE GOSHEN DEMOCRAT

PRINTERS : PUBLISHERS

No. 34 GRAND STREET TELEPHONE 232

The effectiveness of the job would have been increased if the numbers had been brought out a little stronger.

* * *

I send you enclosed letterheads, which were printed and embossed in our printery—an average country print shop.

A young nephew of the writer was the architect and he feels so proud of the job that I would respectfully invoke your criticism, lest his ambition suffer from vain glory.

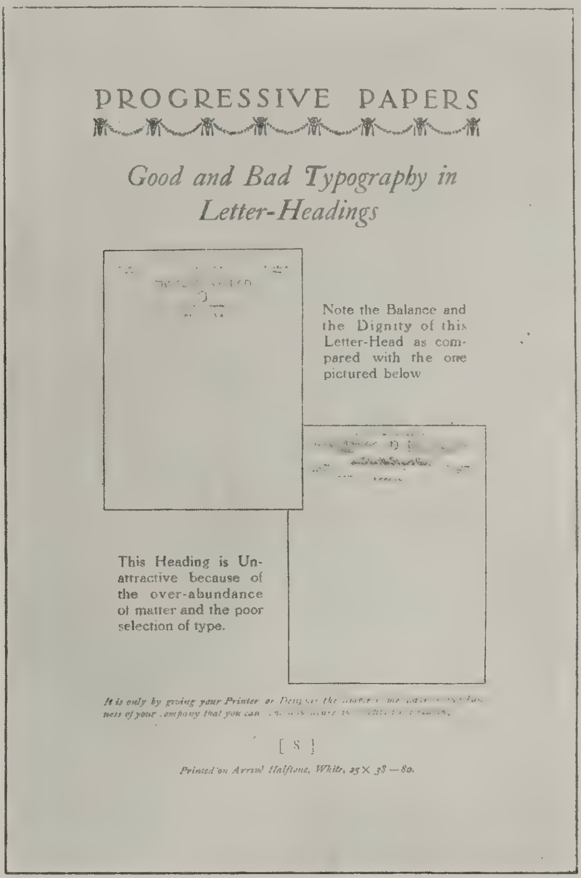
THEO. GRAF.,
President Graf Printing Co.

Hermann, Mo.

Sorry not to accommodate you, but it is really a mighty good head. I prefer the one which is printed all in green. It is too delicate to reproduce, otherwise I should be glad to do so.

* * *

A recent issue of Progressive Papers, published by the American Writing Paper Company, contains the page which I am showing here. It shows that there is some one connected with that handsome little house organ who knows what's what in typography. And here is also a little bit of printing wisdom from the same issue: "First costs count for little. Results determine values. Cheap printing is that which brings trade—if it fails it's expensive at any price. The effort and postage are the same in either case."



PROGRESSIVE PAPERS

Good and Bad Typography in Letter-Headings

Note the Balance and the Dignity of this Letter-Head as compared with the one pictured below

This Heading is Unattractive because of the over-abundance of matter and the poor selection of type.

It is only by giving your Printer or Designer the [illegible] *ness of your company that you can* [illegible]

[S]

Printed on Arrow Halftone, White, 25 X 38 — 80.

* * *

We are sending you a little program just printed by us, just as a sample of what "country printers" do. Have studied this job carefully and find that the only improvement that could be made on it is the paper it is printed on. While the paper is good, we think it is too light weight for printing on both sides. We are not looking for praise or discouragement, but just out of curiosity we send this for your inspection. What do you think of it?

Yours very truly,
CHAS. H. LAKE & SON.

Marshall, Wis.

This program could scarcely be improved on if one has a fancy for a liberal use of text type. I think the readers of this department know that I have some decided opinions along that line; and yet I am willing to concede the beauty of an occasional text job such as this. I see no reason to increase the weight of the already heavy bond stock.

* * *

W. F. P. Munsey, Lakemp, Okla., sends some work which he says he turned out in a shop whose total equipment cost $350. Gosh, man! How do you do it?

Continued in September Issue

Works of the Duplex Printing Press Company, Battle Creek, Michigan

Enjoyable, Instructive and Profitable Place to View on Going to or Returning From the Great Toledo Million Dollar Exposition and Third Ohio Cost Congress

THE NATIONAL PRINTER-JOURNALIST takes pleasure in reminding those of its readers who visit the Toledo Exposition of the nearness of the works of the Duplex Printing Press Company to the exposition. The works of this prominent concern are located at Battle Creek, Mich., and we recommend that those newspaper publishers who can travel via Battle Creek do so and make it a point to stop off and go through the plant.

A recent visit to this plant by the editor of this paper proved most instructive and gratifying. The wonderful growth of the plant and the extension of its buildings, the flower beds all along the sides of the great factory, the greensward, the grateful shade trees, the brightness, attractiveness, cleanliness and systematic arrangement, all combined to make a most favorable impression at first, and told, with silent but appealing eloquence, of the manifest thoughtfulness for the comfort, efficiency and well-being of all, and of the kindly spirit that pervaded and prevailed everywhere.

A visit to the model establishment will afford a most profitable and inspiring lesson to all workers or employers of men. What is seen, by a thorough inspection of the works and the products, will show that there is great gain in healthful, pleasant surroundings, with good light, good air, brightness, cheerfulness and orderliness everywhere.

The Duplex Printing Press Company has won its deserved prominence in the printing press field by the persistent development of new and better methods of newspaper printing. It started over a quarter of a century ago in the manufacture of web printing presses and introduced the remarkably successful Duplex Flatbed Perfecting Press when all previous attempts to build a successful machine of the sort had been complete failures. Its later history has been a repetition of similar advancements. It has been always, and is, a firm whose name is synonymous with progress and whose products are not only unsurpassed but are leaders in their respective lines.

The Duplex Tubular Plate Rotary press is the most novel of the recent inventions put out by this company, and it is destined to become the newspaper press of the future. The successful use of the tubular stereotype plate, completely surrounding the cylinder and so printing all the time the press is in operation, had never been attained by any other builders, although the patent offices are full of the records of futile attempts. Until this press was perfected the construction of rotary presses had been limited to the two-plates-around-the-cylinder arrangement, in which, of course, while one plate is printing the other is doing absolutely no work at all. The effect of the perfecting of a means of using the tubular plate is, therefore, a clean 100 per cent increase in efficiency in a press of any given page capacity. Double the product can be obtained without any increase of plates or printing speed. Incidentally the construction permitted by the tubular plate is simpler and more compact.

The latest of the presses brought out by this company is the one advertised in this issue of the National Printer-Journalist, the new Duplex Junior. This is a flatbed perfecting press on the duplex principle, simplified and redesigned to especially meet the needs of publishers who do not require the high speed of the more expensive regular duplex machine. This new press, now on the market, is what many newspaper men in limited fields have been wishing for — a speedy, inexpensive, perfecting machine — a real duplex at a moderate price.

A visit to the plant of the Duplex Printing Press Company is well worth the time of any publisher, especially so if he be contemplating the purchase of a newspaper press. To see the machines in the building, the care taken and the delicacy of measurement, is an education to those unfamiliar with the processes of machinery building at its best. Much of the work is gauged in the thousandths of an inch. The plant, comprising several large buildings, covers several acres of ground and is one of the largest printing press factories in the world, and there is none more complete. The company operates its own foundries for both brass, iron and bronze, and controls from the very start the material going into its product.

We repeat, if you are a newspaper publisher, don't fail to stop in Battle Creek at your first opportunity.

AN AUTOMATIC JOB PRESS WHICH PRINTS TWO SEPARATE JOBS AT ONE TIME .

Visitors at the Printers' Exposition in Toledo, Ohio, September 1 to 6, will have an opportunity to see the Standard High Speed Automatic Job Press in operation, equipped with the double-feeding attachment, whereby two separate jobs are automatically printed at one time. One of the jobs may be paper and the other cardboard, or paper and envelope, or two envelopes. The runs need not be the same length, as a bar chase is used, and when the shorter run is completed the form is unlocked and the matter left on the stone, the chase being returned to the press for the longer run.

The Standard is a bed-and-platen press which automatically feeds, prints to perfect register and delivers any ordinary print paper up to 120 or 140 pound card at a speed up to 3,500 impressions an hour. The Standard prints from flat forms of cuts or type, and because of its broad scope will handle ninety per cent of the job work of the average job office. It is not necessary to confine the Standard to special stock or to long runs to make it profitable, runs from 1,000 impressions up being practical.

The feeding device is so arranged that the stock is fed from the bottom of the pile, making no interruption when stock is added. The change from "single" to "double-feed," or vice versa, can be made in five minutes, and the adjustment for changing from tissue to cardboard requires less than one minute.

A form may be "positioned" on the Standard quicker than on an ordinary hand-fed job press because the forms are locked to a "head line" in the chase, and after the form is put in the press the operator has only to set four thumb-screws and the side guide.

The Standard is designed for speed and strength, and is so simple in construction that a machinist pressman is not necessary. Special private demonstrations at the exposition may be arranged for by addressing Wood & Nathan Company, Sole Selling Agent, 1 Madison avenue, New York.

* * *

THE LINOTYPE BULLETIN

As usual, the July number of The Linotype Bulletin, the monthly house organ of the Mergenthaler Linotype Company, is garbed in the national colors — red, white and blue. The ornaments used consist of flags, stars, cannons, cannon balls, etc., and give this issue quite a patriotic appearance.

It is set throughout on the linotype in a new series of Caslon just completed by the Mergenthaler Linotype Company in a variety of sizes. As the wealth of decorative material with which the pages are embellished is also all linotype product, the work as a whole affords an excellent example of the possibilities of the machine for high grade book and magazine composition.

Printers generally, whether linotype users or not, should send for this publication, as in addition to its being a fine specimen of printing it contains every month a number of special articles and considerable newsy miscellany of interest to the craft. According to the announcement on the first page, it is "mailed free to any printer anywhere."

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WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

SPECIAL BARGAINS in Duplex, Goss Clipper, Hoe Flatbed Perfecting, two-revolution presses for newspaper plants; 8-page Scott web for $900; 24-page list. Write for List A, Peckham Machinery Co., 1 Madison Avenue, New York City, newspaper outfitters.

WANTED, TO BUY — COUNTRY NEWSPAPER plant, without power press. Reasonable. Address Taylor, 631 Dewey Place, Chicago.

OLD TYPE WANTED—Cash or exchange. Empire Type Foundry. (Not in the Trust), Buffalo, N. Y.

MONOTYPE WANTED—Second-hand. C. L. Darte, 306 Lexington avenue, Buffalo, N. Y.

FOR SALE—A two-revolution Hoe Press, ideal for printing newspaper and job work, 1,800 per hour. Will print 4 pages seven quarto. Is now doing highest grade job work. Can be seen running. For sale on easy terms to suit purchaser. The Republican Publishing Company, Hamilton, Ohio.

EXPERIENCED PRINTING HOUSE MANAGER, now printing expert for a western state, wants position to manage tiptop weekly or small daily newspaper and job business. Familiar with editorial, advertising, stationery and accounting. Absolutely reliable; gilt-edge references. Address Printer-Journalist.

Bargains in Printing Presses

FOR SALE

FOR SALE—Three-deck press, prints 4-6-8-10-12-14-16-18-20-24 pages. Overhauled and rebuilt. Will sell at very low price. THE GOSS PRINTING PRESS CO., CHICAGO ILL

FOR SALE—Four-deck press, prints 4-6-8-10-12-14-16-20-24-28-32 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One Flat Bed Perfecting Press, prints 4-6-8 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One Goss Clipper Press, with full stereotype equipment, printing from four to eight page papers, seven to eight columns, at an average speed of eight thousand per hour. This press is in first-class condition, and for quick sale will make a bargain price; terms satisfactory to purchaser. Glens Falls Publishing Co. C. V. Furness, General Manager.

WANTED—Pressman, with some knowledge of mechanics, who can be developed into a competent printing press erector and demonstrator. No attention will be paid to answers that do not state the experience of the applicant, salary expected and names of references. This is a good opportunity for the right man and embraces an excellent future. Address, with full information, S. P., The National Printer-Journalist.

FOR SALE—Lever paper cutter, "Leader." In condition for immediate use. A bargain for some one. Address, Sohm Electric Co., Ravenswood, Chicago.

Geo. W. Swift, Jr., Bordentown, N. J.

Designer and Manufacturer of
Special Machinery for Printing and
Producing Paper Products.

What do you need to increase your production and reduce your cost? **WE CAN MAKE IT.**

STEEL DIE EMBOSSING

Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.

AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

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Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues.

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency Method of attaching does not interfere with raising tympan

Only **$4.80.**

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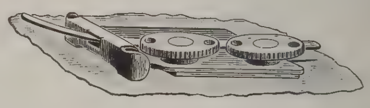
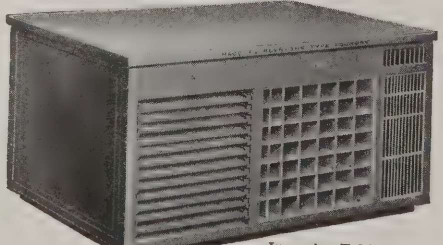


Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues.



Imposing Table K-673

KEYSTONE STEEL EQUIPMENT

Is the Last Word in Printers' Furniture

Practically Indestructible, Sanitary. Saves Time and Increases Profits and Efficiency

Keystone Type Foundry

Philadelphia, New York, Chicago
Detroit, Atlanta, San Francisco

Imposing Table K-673

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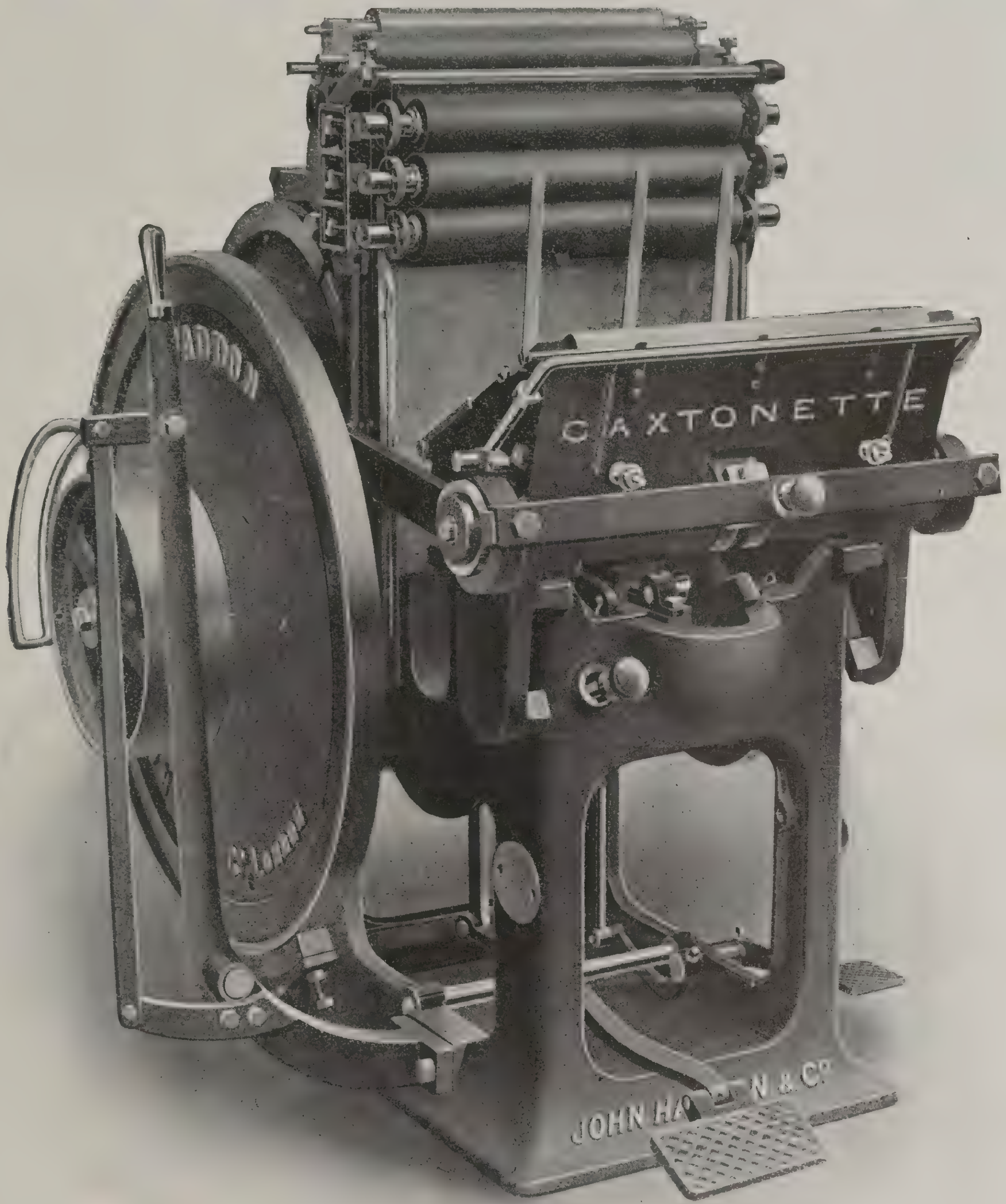
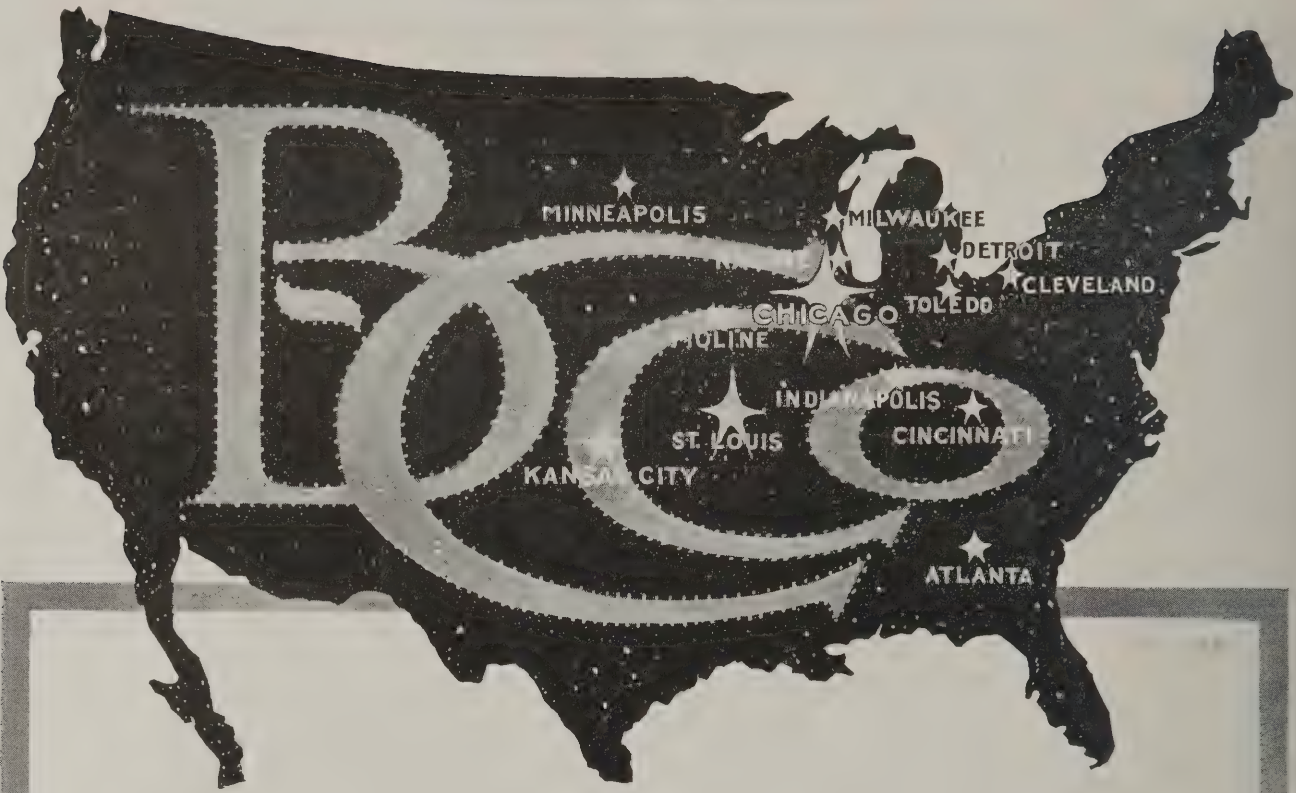
Latest Achievement in the Building of a Small but Powerful Press



For prices and further particulars apply to

H. Hinze Machinery Co., Tribune Building New York

Sole American Agents for ALL Caxton Presses



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Because of the detail and the individual attention involved in the production of illustrations and engravings it was long supposed that no engraving concern could satisfy more than a local demand.

Back in 1902 ***Barnes-Crosby Company*** took the first step in shattering this fallacy by installing a branch office at Detroit. Since that time not a year has passed that has not seen a new B.-C. office established.

Today, with two immense manufacturing plants located in Chicago and St. Louis, eleven permanent branch offices and a force of traveling salesmen, Barnes-Crosby Company stands as the highest type of business organization.

Our experience in meeting the varying needs of so many customers is part of the intrinsic value you secure in dealing with us. The above map will help you to locate our nearest branch office.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists : Engravers : Catalog and Color Plate Makers

226 W. Madison St., Chicago 11th & Locust Sts., St. Louis

Branch Offices and Art Departments in Eleven Principal Cities

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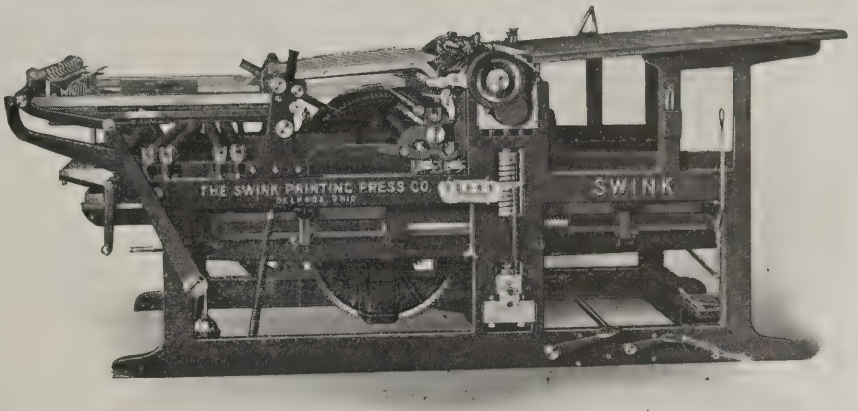
Are interested in any machine that will advance present printing conditions.



THE SWINK PRESS was designed with this purpose in view. It is the fastest—simplest—most rigid—durable—accurate and compact two-revolution cylinder press now built.

Every claim we make for it is substantiated by its actual operation.

Let us send you our catalogue. It will inform you fully wherein the superiority of the SWINK exists.

Be sure to see the SWINK exhibit at the Toledo Exposition. Booth No. 122.

The SWINK Printing Press Company, Factory and General Office **DELPHOS, OHIO**

Schick's ALL STEEL and Davenport Paper Balers

REDUCE YOUR FIRE RISK

and at the same time convert your waste paper, rags straw, excelsior, etc., into dollars.

Complete line of Steel and Wooden Balers $24.00 and up in price.

Your choice of steel or wood, both built for maximum power.

Convenient to fill, require least floor space.

Are absolute fire protection, reducing your insurance.

Most rapid—only three turns of handle to make compression.

Either press will pay for it self in a short time.

Cheaper, considering quality and efficiency

Write for prices, discounts, etc., shown in Catalogue T.

Davenport Manufacturing Co., DAVENPORT IOWA

ART CALENDAR BACKS!

WALL POCKETS! ART BLOTTERS!

FANS! RULES! NOVELTIES!

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Buy your wholesale supplies direct of the Manufacturers and Importers. "First hands tipped to you for Everything in Advertising, Souvenir and Premium Goods." Free Buyers' Information Service. We will tell you where to obtain anything you are in need of in *your* field, or *ours*.

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2. a year; 20 cents a copy; *No Free Samples.* Subscribe today and get 192-page book, "The Premium System of Forcing Sales: Its Principles. Laws and Uses" **FREE!**

Riessner's Combination Gold Printing Ink

for all kinds of paper. A pound sent, express paid, on approval. Send on your paper and I will print Gold Ink on it to show you.

Specimens and prices on request

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ENGRAVED Cards & Wedding Invitations

OUR PRICE LIST SHOWS 82 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.

AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

Every Dollar that was Ever Worth a Dollar

has been imitated. You can get the counterfeit for less money, but you can't get the QUALITY.

QUALITY ACCURACY CONVENIENCE DURABILITY

Saws,
Trims,
Miters,
Notches,
Undercuts,
Bevels,
Rabbets,

Miller Universal Saw-Trimmer

That's the Miller

The only Accurate Type-High Planer for the Printer
Will plane ordinary sized cuts five per minute

EASY TO OPERATE. EASY TO BUY. EASY TO PAY FOR.

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must be good or they would not be so extensively used in the best printshops.

The reason is that they are

High in Quality,
Low in Price.

Send for our catalog and price list.

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Kent Avenue and Keap Street,
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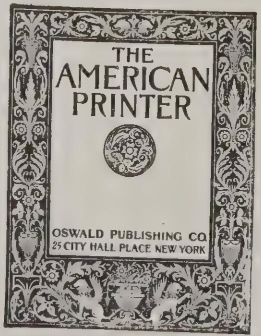

If not, what was the reason? Is it because you have not developed your abilities to the extent that would make a vacation possible? Earning power is increased with increased ability, and increased ability comes from study and reading. If you would keep informed and obtain an all-around view of the printing business, subscribe for

THE AMERICAN PRINTER, a Magazine of Printing

The man who reads THE AMERICAN PRINTER regularly knows what is going on in the printing, publishing, advertising and engraving fields. He learns how others have succeeded, what methods they have used, how to better his own conditions financially so that a vacation and other things are possible. No matter what other publication you are reading THE AMERICAN PRINTER is needed by you. Send thirty cents for a copy of the August number, or three dollars for a year's subscription.

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American Model 30

№ 12345
Impression of Figures

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LOWEST PRICE

A perfect mechanism of the very highest grade possible. Steel throughout. Every machine tested in a printing press and guaranteed accurate.

Price, 5 wheels 5.00 Price, 6 wheels 6.00

For sale by dealers everywhere

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SERVICE

Stands first in pleasing your patrons in typesetting for the trade. To be thoroughly consistent this must be backed by personality conversant with all the technicalities of both hand and machine composition, the culmination of which is highest

QUALITY

These are the results obtained in book, job and catalogue composition when placed in our hands. Your correspondence is earnestly solicited in regard to the production of booklet, catalogue or publication, with the assurance of highest class workmanship.

Monotype "M & L Linotype
Typesetting Co.

Telephone Lakeview 2515
4015 E. Ravenswood Park, Chicago

TAKE NO CHANCES

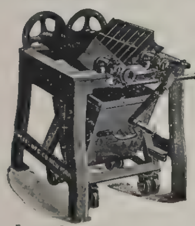
Use the unmistakably dependable "Cutters that cut", the kind Royle makes.

Write for Booklet.

John Royle & Sons
Paterson, N. J.

Photo-Engravers' Machinery

DON'T DROP HUNKS OF METAL



Ingot Casting Apparatus, several styles.

—that is "any old" metal—into the pots of Linotype or Monotype machines. It PAYS to handle the metal properly—to cast and keep it ready in the shape of uniform Ingots. We make casters for this purpose, plain and water cooled, in several sizes.

Ask us about Blocks.

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New York, 10 Spruce St. Chicago, 431 So, Dearborn St.

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DRAWINGS
of any description, and for every purpose, in
PEN AND INK OR WASH.
FOR LETTERHEADS, CATALOGS, COVERS, MAGAZINES OR AD. DESIGNS.

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FROM BLUE PRINTS OR PENCIL SKETCHES.
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HALF-TONES, ZINC ETCHINGS, COLOR WORK OF EVERY DESCRIPTION, IN TWO, THREE OR MORE COLORS, WOOD ENGRAVING, WAX ENGRAVING, ELECTROTYPING, STEELOTYPING, NICKELTYPING, STEREOTYPING, COMMERCIAL PHOTOGRAPHING.

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167 ADAMS STREET, CHICAGO.

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High Grade Lithographic and Typographic

Printing Inks

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Kenton Place above Sansom Street
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The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

NATIONAL PRINTER-JOURNALIST

Chicago, Ill.

Vol. 31—No. 8

SEPTEMBER

Cost
Finding

New Executive Committee
N. E. A.

Business
Efficiency

Johnsonized Machinery

We believe we now have the largest stock of rebuilt printing machinery West of New York—have new quarters, large, airy and light, devoted exclusively to the rebuilding of printing machinery.

List of machines on hand mailed on request—it will pay you to investigate JOHNSONIZED MACHINERY—satisfactory machinery at a saving in cost— worth while— a splendid stock of practically all makes and sizes, cylinder presses for job, book and newspaper printing.

The following clipping from The Morris (Minnesota) Sun shows how users of JOHNSONIZED MACHINERY feel— we are not satisfied until the users are.

> "The press was purchased from and installed by the C. I. Johnson Manufacturing Company, St. Paul, and one of their machinists was here last week setting up the press and making the final adjustments. In this connection it may be remarked that the above firm has always been popular with the newspaper men of the northwest, as they guard their reputation for reliability with considerable jealousy and any press or piece of machinery purchased from them is sure to be if anything a little better than represented. We are printing this issue of the Sun on the new press, and each of our subscribers has proof in hand that it does most excellent work, although it is on the finer grades of job work that the perfection of a press shows itself."

C. I. Johnson Mfg. Co.

THE FIRM OF
PRACTICAL
MEN

INDEPENDENT PRINTERS
SUPPLY HOUSE

48-50 East Third
Street,
ST. PAUL, MINN.

SET IN HANSEN CASLON FULL FACE

HANSEN BRASS RULE BORDER

Don't go after Big Game with an air gun!

IT is neither safe nor profitable to solicit printing orders when half-equipped with samples and suggestions; by so doing you simply hand your competitor the advantage—make it easy for him to defeat you.

Did you ever stop to think how many things influence the buyer in placing his printing orders? There are a a great many, to be sure, but they lie largely within the printer's power to control. A carefully thought out suggestion for a cover design with samples of appropriate stock will often win an advertiser's favor. Covers are an important factor in catalogs and booklets and the business man is always eager for practical ideas, color schemes, etc. Show samples of the Butler line of covers and you will offer an argument no advertiser can resist. Every cover in our line is a *big seller;* hence there are no slow movers to increase overhead expense and take up valuable space.

Besides many others, we offer such prominent lines of cover paper as SUNBURST, ANTIQUARIAN, ADVERTISERS, BUCKEYE and CLOTH OF GOLD. A strong collection of serviceable cover stocks patterned after the needs of both printer and advertiser.

Just to show how we can serve you with covers that will help you get business, write for samples and prices.

BUTLER BRANDS
PAPER
THE BEST

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Standard Paper Co.___Milwaukee, Wis.
Interstate Paper Co.____Kansas City, Mo.
Southwestern Paper Co._______Dallas, Tex.
Southwestern Paper Co._____Houston, Tex.
Pacific Coast Paper Co._San Francisco, Cal.
Mississippi Valley Paper Co.__St. Louis, Mo.
Sierra Paper Co.__________Los Angeles, Cal.
Oakland Paper Co.___________Oakland, Cal.

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American Type Founders Co., Spokane, Wash.
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Nat. Paper & Type Co. (Export Only) New York City
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Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers. Supply Houses throughout the United States. For further and full particulars write

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WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

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When this advertisement reaches the eye of the master printer, seriously considering the problem of cost finding and cost reduction, the great Printers' Exposition will be opening in the Terminal Exposition Building at Toledo, Ohio.

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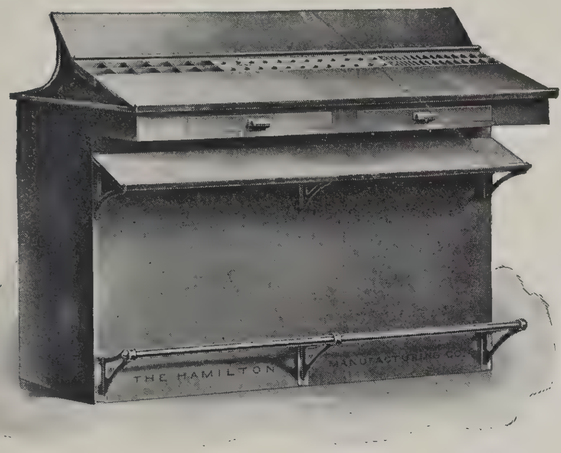
They Speak for Themselves



AMERICAN STEEL CABINET No. 554
In Steel Construction

A popular cabinet. Contains 48 California job cases, having steel front protectors with brass pulls. The cabinet is equipped with auxiliary dump and cases for justifying materials, such as brass and copper thin spaces, thin leads, spaces and quads, etc.

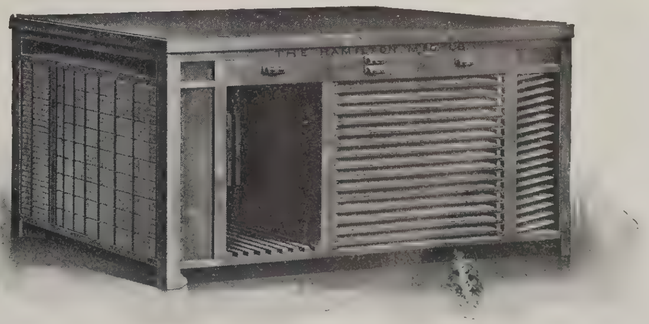
This cabinet will be shown at our exhibit in Toledo, in steel construction.

At this show for the first time we will exhibit a comprehensive line of our new steel composing-room equipments. We invite the closest inspection and criticism. We stand ready to accept the verdict of practical, hard-headed buyers of composing-room furniture who are naturally looking for the largest possible measure of return for their money—quality, of course, to be considered. That is the distinctive feature of the Hamilton equipments.

Every printer who expects to add to his equipment should attend this Exposition, where he will have an opportunity to familiarize himself with the recent development in the art with regard to working equipments, and more particularly in connection with the new all-steel, indestructible construction.

For thirty years the products of the Hamilton shops have been without a competitor so far as quality is concerned. All the experience of these thirty years is concentrated into the new line of steel equipments. There is very little of experiment involved in Hamilton steel furniture, and everything that is practical, efficient, labor-saving and space-saving.

Thirty thousand master printers in the United States and Canada have their establishments fitted with Hamilton furniture; twenty thousand foreign printers are likewise equipped. More than twenty government printing-plants are fitted out with Hamilton equipments. There must be a reason for this. The printer who cares to know can find the answer by visiting the Toledo Printers' Exposition.



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Equipped with labor-saving furniture and reglet, letterboards, galley racks and chase racks, a most complete imposing table of sufficient size to handle the largest forms. Takes an iron imposing surface 51 x 75 inches over all.

This table will be shown at our exhibit in Toledo, in steel construction.

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THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Get This Clear in Your Mind:
There can be but One BEST

The Standard High-Speed Automatic Job Press

is the BEST. The only *practical* Automatic Job Press that has ever been devised

and it is

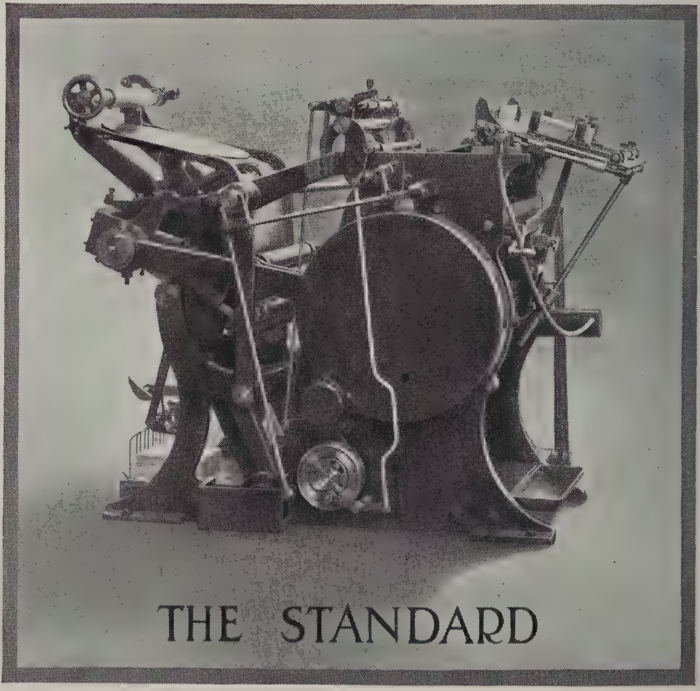
The only Automatic Job Press in existence that can automatically print two separate and distinct jobs at one time

Let us give you full particulars

■ ■

The price of the STANDARD is $1,750. (Double-Feeding Attachment, $150 extra.) The terms are $250 Cash, when press is erected, the balance being covered by monthly notes of $100 each, bearing interest at 6%. A discount of 5% is allowed on the entire purchase price if the balance is paid within 30 days after installation.

■ ■



THE STANDARD

WOOD & NATHAN CO., *Sole Selling Agent*
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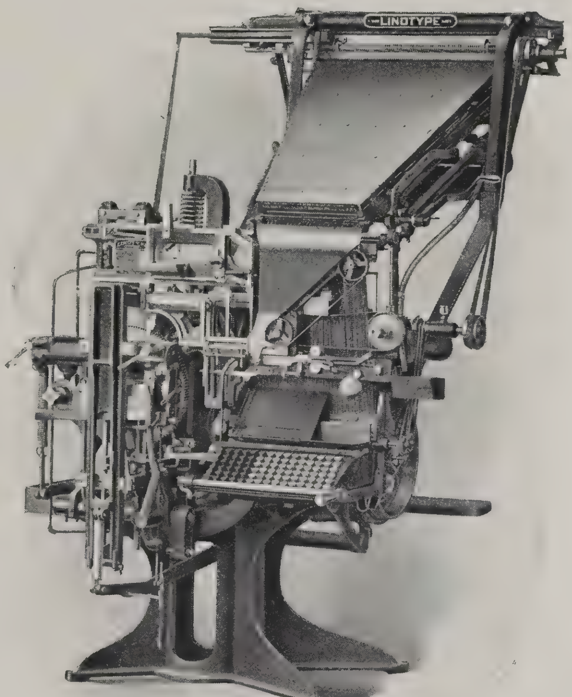
The Multiple Linotype Idea

In connection with the
Small Newspaper Plant
and the
Out of Town Printer

MODEL K



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2 Magazines

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2 Molds

$2,300

F. O. B.

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The Model K makes the single magazine machine, even for a country office, a back number.

The Multiple Linotype Way Is the Modern Way

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

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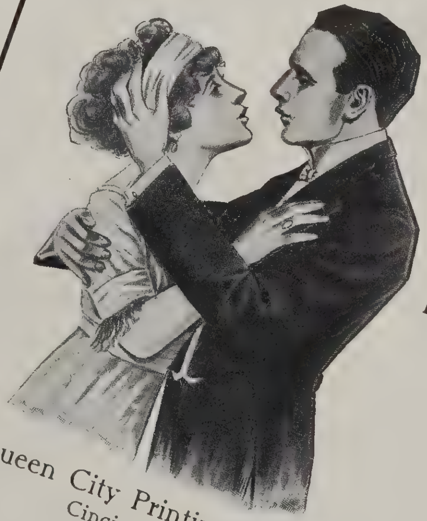
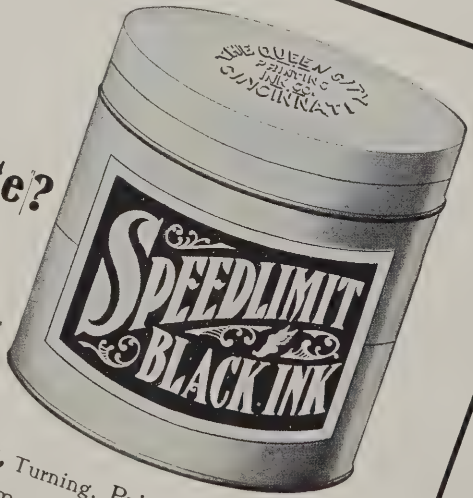
SOUTHERN EUROPE, AFRICA, AND THE FAR EAST: Linotype and Machinery, Limited, London, England.



You will **LIKE IT**. Why hesitate?



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Printing, Turning, Printing and Binding all the same day...and is equally good for high-class work on which speed is . .not required.

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PATENT NOTICE

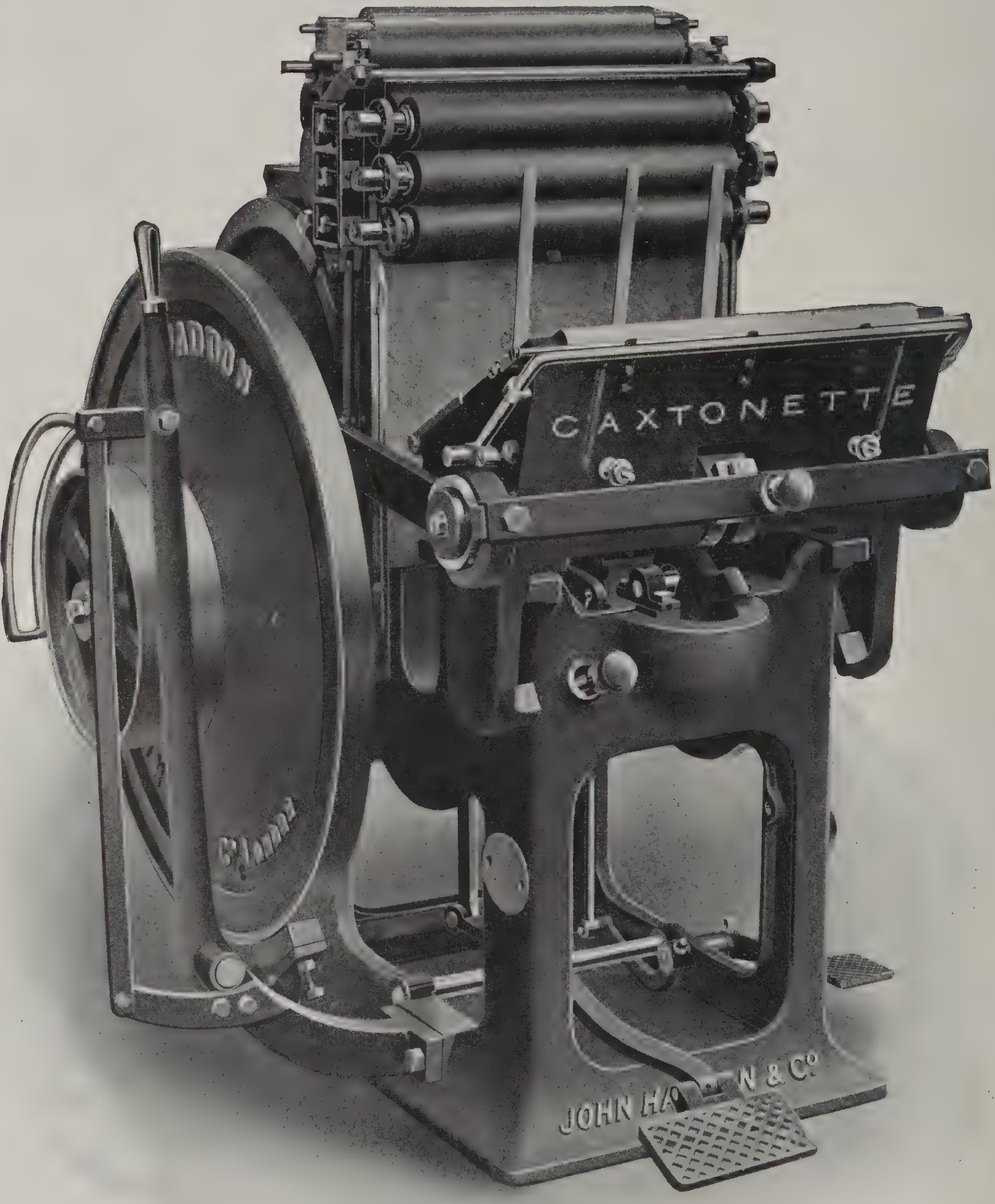
LINOTYPE VS. INTERTYPE

We desire to announce that we have recently instituted an action in the United States District Court for the Southern District of New York, against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of United States Letters Patent to O. Mergenthaler, No. 614,229; to O. Mergenthaler, No. 614,230; and to J. R. Rogers, Reissue No. 13,489.

MERGENTHALER LINOTYPE COMPANY
Tribune Building,
New York.

BABY CAXTON

Latest Achievement in the Building of a Small but Powerful Press



For prices and further particulars apply to

H. Hinze Machinery Co., Tribune Building New York

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Are You STILL Paying Monoply Prices?

WHY??

30 Cents on every Dollar that you pay the Trust should remain in your pocket.

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INTERTYPES are now in use in practically every State in the Union. All are giving perfect satisfaction. Let us refer you to some user in your vicinity.

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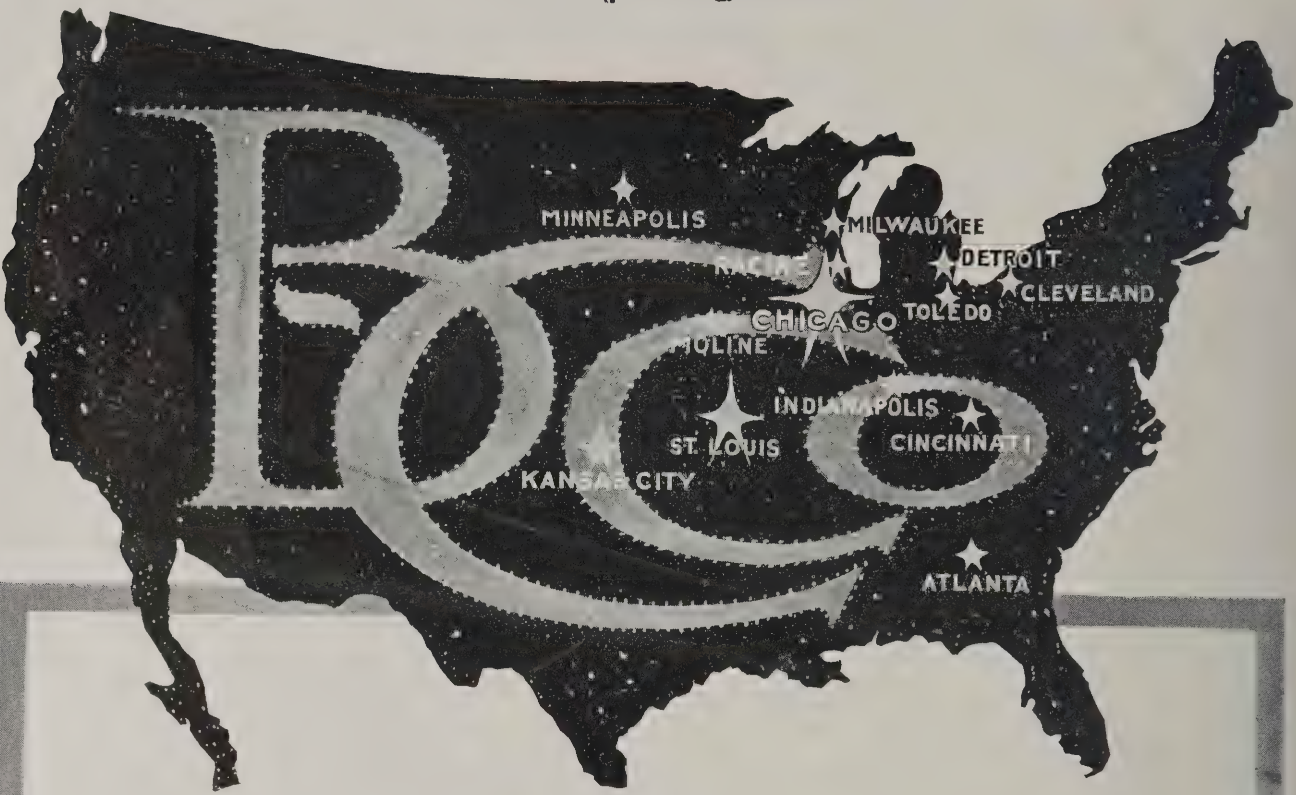


Selling Engravings to the Nation

Because of the detail and the individual attention involved in the production of illustrations and engravings it was long supposed that no engraving concern could satisfy more than a local demand.

Back in 1902 ***Barnes-Crosby Company*** took the first step in shattering this fallacy by installing a branch office at Detroit. Since that time not a year has passed that has not seen a new B.-C. office established.

Today, with two immense manufacturing plants located in Chicago and St. Louis, eleven permanent branch offices and a force of traveling salesmen, Barnes-Crosby Company stands as the highest type of business organization.

Our experience in meeting the varying needs of so many customers is part of the intrinsic value you secure in dealing with us. The above map will help you to locate our nearest branch office.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists : Engravers : Catalog and Color Plate Makers

226 W. Madison St., Chicago   11th & Locust Sts., St. Louis

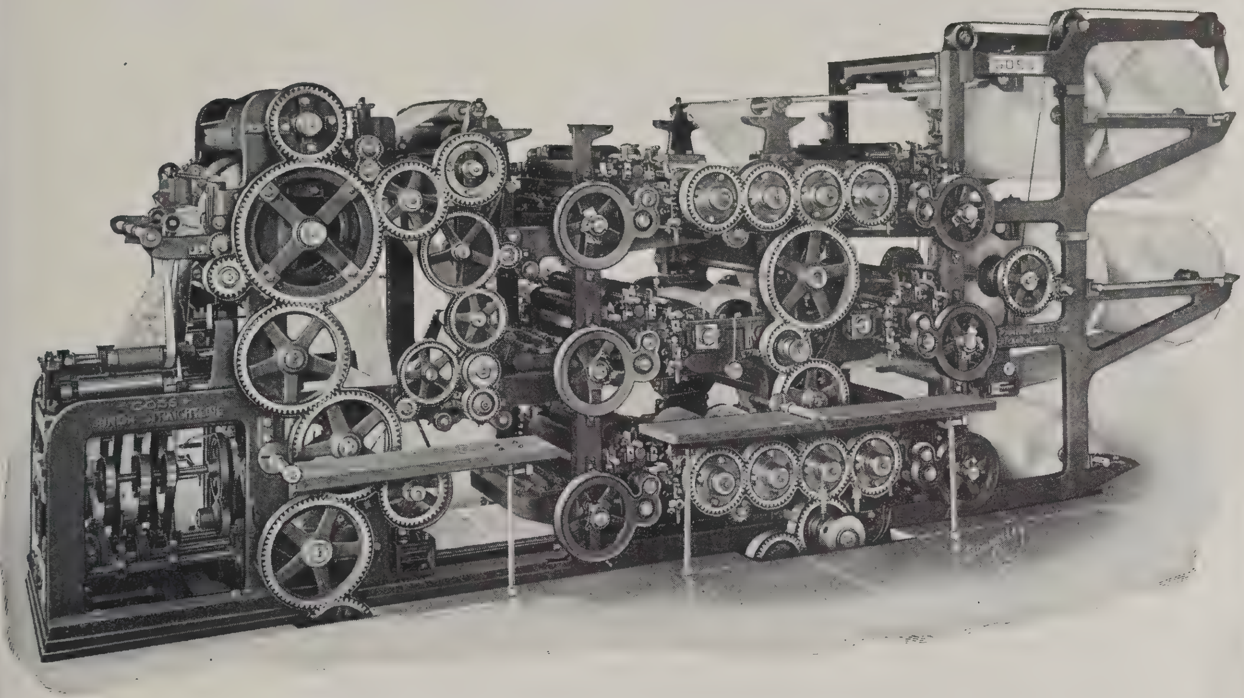
Branch Offices and Art Departments in Eleven Principal Cities

SOMETHING ENTIRELY NEW

THE

GOSS Junior Straightline

Built on Our Regular Straightline Design



Built 2, 3, 4-deck high, or in tandem, according to space or selection, producing 4, 6, 8, 10, 12, 14, 16 pages in book form, printing seven columns wide by length of columns from 20 in. to 22 in. All plates cast from our standard stereotype machines (no boring of plates required). Can be arranged to print from one to three extra colors. Additional decks or sections can be added at any time in the future. Can be made to deliver products either one-half or one-quarter page size. Best workmanship and material used in its construction. Ask for further particulars.

Manufactured by

Goss Printing Press Co.

Sixteenth Street and Ashland Avenue
Chicago, Illinois

NEW YORK OFFICE: No. One Madison Avenue, Metropolitan Building

Says Barnhart's Jake:

At the risk of being accused of knocking I am going to say that a lot of this talk about "Original compositions" and "unusual typographical effect" is bunk pure and simple.

The business of the printer is to dress up the written word in the most becoming and effective style. An overdressed advertisement or circular is just as bad as an overdressed man and affects the reader in much the same way.

Clearness, strength and harmony are the vital tests of any type composition. Clearness is not to be gained by fancy letters nor strength by bizarre arrangements, no matter how "striking" they may be. And harmony is secured by choosing faces that agree with the thought expressed and with each other.

Barnhart's PREFERRED TYPE FACES

—a book that contains the very cream of the best available types, conveniently arranged and indexed—is your surest guide to good composition.

Keep your copy of it handy. Use it every day.

BARNHART'S JAKE
of
Barnhart Brothers & Spindler
Chicago

ST. LOUIS
ST. PAUL

WASHINGTON
ATLANTA

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"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

DESIGNS
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THE HOME OF THE
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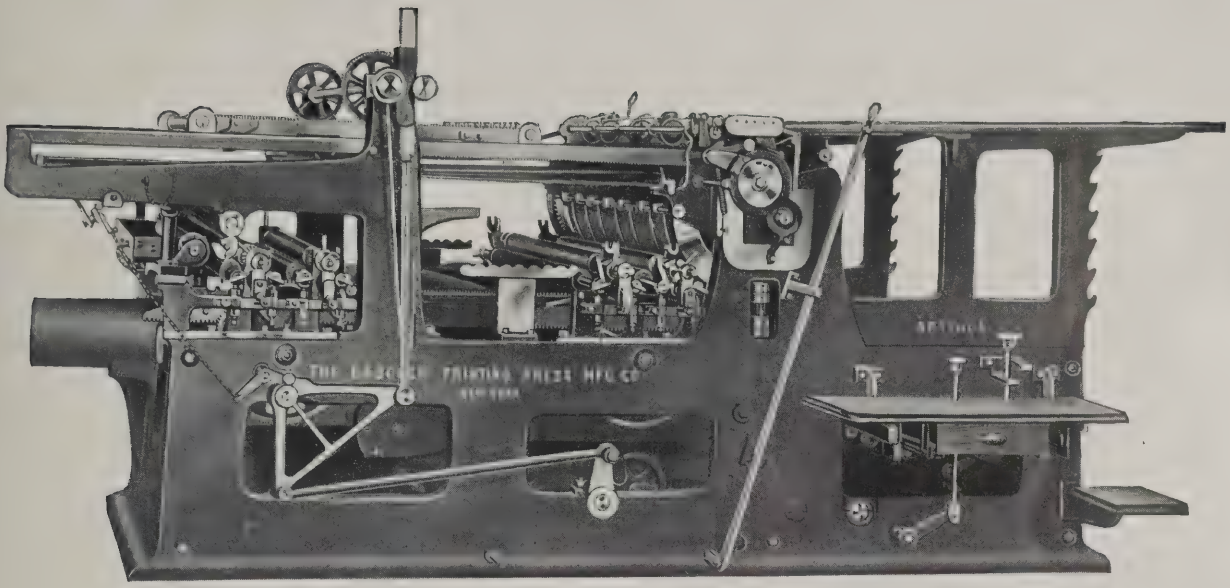


THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Winnipeg

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS KANSAS CITY OMAHA ST. PAUL SEATTLE DALLAS ATLANTA WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

The Babcock Optimus
The Babcock Optimus

Progressive form rollers on Optimus presses—rollers you also can use on the table, or for ductor or rider—save about half the composition bills usually paid. The economy is an appreciable profit in a season's work. The universally large size of all rollers betters distribution.

When not good enough for form, a roller is good enough for some other position—if it fits. Its service is lenghtened, and it makes a greater return for its cost.

On three and four-roller Optimus presses any composition roller can be used in place of any other, and it fits. All of the same size, a minimum number need be on hand. If accident happens to one any other takes its place. A rider is always handy for the exacting job. No lost time; no added expense; no work less good.

As a necessary factor in the perfection of Optimus distribution the ink is broken up and freely worked before it gets to plate, which it reaches pretty well distributed.

Ink therefore is not placed on table direct, as most do it. Distribution is greatly bettered by first feeding it to the vibrator on front rollers. This is done at the instant bed reverses and vibrator is still. The ductor remains as a distributor half the time; when bed is at opposite reverse it quietly returns to fountain without spin, just as it met the vibrator in the first place without spin.

In the meantime the ink is worked by ductor, vibrator and two rollers. It reaches plate as ductor returns to fountain in excellent condition for further manipulation by the table, rollers and vibrators. The form rollers now pick it up for further working between the table and their vibrators before it gets to form, which no undistributed ink can reach.

Distribution never ceases when an Optimus is running. It is continuous; position of bed does not check it. The gears for driving vibrators are inside out of the way.

Any roller can be put out of action without stopping press. It may save a roller by cooling it, and keep press going with the other three.

Tripping cylinder can be made to trip fountain at the same time.

Fountain is high; ink plate passes below it. Pushing delivery board towards cylinder uncovers fountain and table rollers. Ductor is easily taken out over fountain.

Faulty fountain blades in other presses compel a new fountain, or the return of the old fountain to the factory for repair, either expensive in time and money.

A small expense and brief time renew any Optimus fountain blade in owner's pressroom.

The ink table can be removed from an Optimus without the extra expense of taking out the bed.

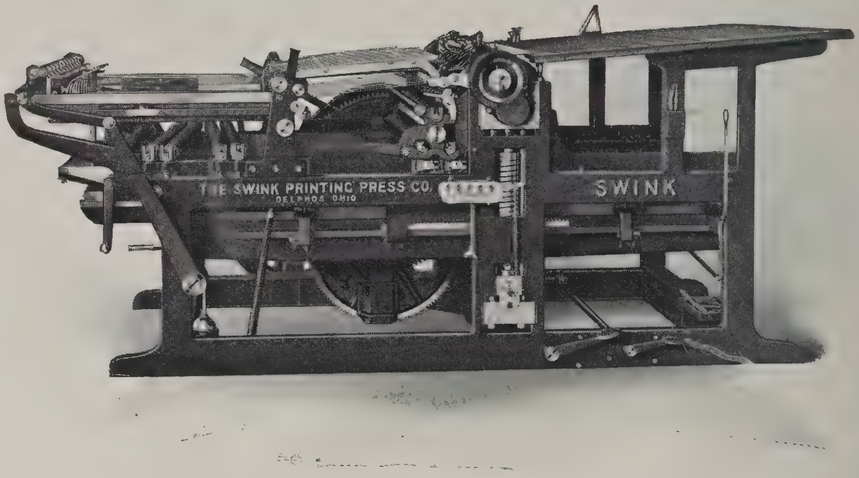
Optimus interchangeable distribution is simple, fast, noiseless, splendidly thorough.

Economical in rollers and ink, it is prodigal in efficiency.

SET IN AUTHORS ROMAN

A Few Features of the Swink Two Revolution Press

Accurate Register at all speeds.
Unyielding Impression.
Positive Bed Driving Mechanism.
Free Access to Form Rollers.
Noiseless Combination Delivery.
Operator Stands on the Floor.
Powerful Construction.
Minimum of Floor Space.
Excellent Distribution.
Patented Anti-Guttering Plates.
Receding Feed Guides.
Absolute Simplicity in Construction.



Every Feature is a Reason Why You Should Look Into the Swink.

Send for Our Catalogue.

The Swink Printing Press Company, Factory and General Office DELPHOS, OHIO

WANNER MACHINERY CO. A.F. WANNER PROP.

Swink Cylinder Presses, Golding Job Presses,
Chandler & Price Machinery,
Hamilton Wood Goods,
Allen Vibrator, Challenge Machinery,
Special Machinery for Press Rooms.

MACHINERY FOR PRINTERS AND BINDERS

Automatic Machines—Toledo, Web, Falcon.
Jobbers—Chandler & Price, Golding, Gally Universal.
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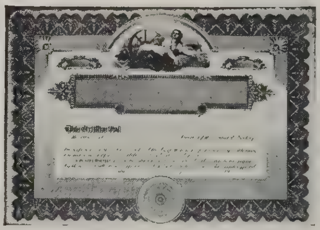
Wood Goods, Wood Type—Hamilton Composing Room Furniture.

Largest Stock of Rebuilt Machinery
Newspaper Presses
Write for Circulars

703 S. Dearborn St., CHICAGO

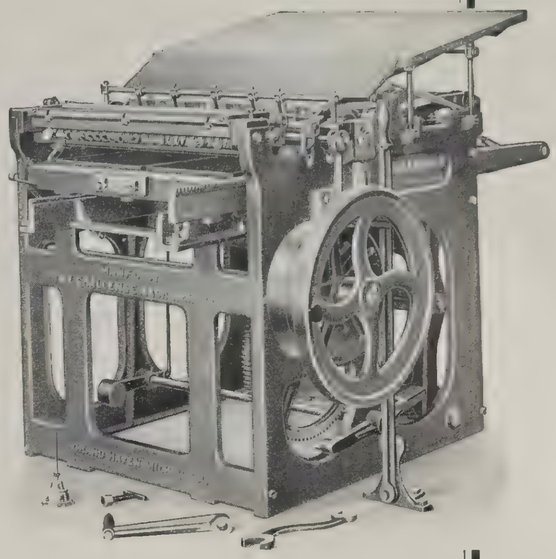


UNITED STATES BANK NOTES AND "K. B." BLANKS ARE ON A PAR

so far as workmanship can go to give the stamp of quality to securities. They are steel engraved like a bank note. They look like money. They feel like money. Crisp currency—that's the idea! The only line of steel engraved blanks on the market. Do not confound them with other or lithographed blanks. This proposition should appeal to stationers and printers. Samples and prices on application.

KIHN BROTHERS Bank Note Engravers
99-103 Beekman Street, New York

Diamond Country Cylinder Press



THE DIAMOND (Hand or Power) CYLINDER PRESS is designed and built for service—such service as should be expected of a country cylinder press. More than fifteen hundred DIAMONDS in use at the present time—actually demonstrating their ability to undergo service conditions such as are imposed in the country shop.

The Diamond will print two pages of a six column paper at a speed ranging from 600 to 900 by hand and 900 to 1200 with power. The print is all that could be desired, and the operation of the press is simplicity itself, insuring satisfactory service even when placed in the hands of unskilled operators.

Let us mail you descriptive matter, samples of work and names of users in your locality.

In stock and for sale by type founders and dealers in all principal cities.

The Challenge Machinery Company

Salesroom and Warehouse
124 So. Wells St., Chicago

Grand Haven, Mich.

American Model 30

№ 12345
Impression of Figures

BEST MACHINE LOWEST PRICE

A perfect mechanism of the very highest grade possible. Steel throughout. Every machine tested in a printing press and guaranteed accurate.

Price, 5 wheels 5.00 Price, 6 wheels 6.00

For sale by dealers everywhere

American Numbering Machine Co.

224 & 226 Shepherd Avenue, Brooklyn, New York
123 West Madison Street, Chicago, Ill.
2 Cooper Street, Manchester, England

Let us Assist you in Lessening the Leaks in your Business— In Increasing the Profits of your Business.

Write Us Today

The Standard Cost-Finding Service Company

(Sheasgreen & Turner)

"To Standardize Cost-Finding and Business Methods in every line of Endeavor"

1603 Monadnock Block - - - CHICAGO, ILL.

A Scientific Cost-Finding System Brings Scientific BUSINESS Management

A book of vital interest to both the employer and the employee, by ED. E. SHEASGREEN, this Fall—THE PROFITABLE WAGE.

Before the TRUE COST of production can be known, the cost of producing labor must first be known.

CUT HERE

am interested in **THE PROFITABLE WAGE,** by Ed. E. Sheasgreen. Enter my name on your advance list for one copy of the book, cloth-bound, $2.00, to be remitted for as soon as received.

Name.............................

Address.............................

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Monitor Standard Foot Power Perforator

Let Latham Figure With You

Complete Bindery Outfits
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Wire Stitchers
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No. 4 Monitor Wire Stitcher Foot Power

MANUFACTURED BY

LATHAM MACHINERY CO.

New York, 174 White Street
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Boston, 130 Pearl Street

TAKE NO CHANCES

Use the unmistakably dependable "Cutters that cut", the kind Royle makes.

Write for Booklet.

John Royle & Sons
Paterson, N. J.

Photo-Engravers' Machinery

Riessner's Combination Gold Printing Ink

for all kinds of paper. A pound sent, express paid, on approval. Send on your paper and I will print Gold Ink on it to show you.
Specimens and prices on request

T. RIESSNER **63 Gold Street. New York**
AGENTS WANTED. A Good Side Line for Salesman.

ENGRAVED Cards & Wedding Invitations

OUR PRICE LIST SHOWS 92 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.
AMERICAN EMBOSSING CO., 192-94 SENECA ST., BUFFALO, N. Y.

SERVICE

Stands first in pleasing your patrons in typesetting for the trade. To be thoroughly consistent this must be backed by personality conversant with all the technicalities of both hand and machine composition, the culmination of which is highest

QUALITY

These are the results obtained in book, job and catalogue composition when placed in our hands. Your correspondence is earnestly solicited in regard to the production of booklet, catalogue or publication, with the assurance of highest class workmanship.

Monotype "M & L" Linotype
Typesetting Co.

Telephone Lakeview 2515
4015 E. Ravenswood Park, Chicago

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES
Volume Thirty-One Chicago, September, 1913 Number Nine

The Whiting-Hotchkiss Controversy

By Ed. E. Sheasgreen

It has been with an unusual amount of interest that the writer has read, not only E. K. Whiting's article on the "Cost of Newspaper Advertising" and on the sliding scale adopted by the Minnesota Editorial Cost Committee, but also the comments on the same article by Editor Hotchkiss of Menominee, Wis., and by others.

The writer had the pleasure of hearing Mr. Whiting's article at the Illinois Cost Congress, held at Springfield. At that convention an opportunity presented itself to take up with Mr. Whiting the matter of the Minnesota methods, but was informed that since the method had been set by that association all he could do was to report his findings along that line. The writer did not care, at that time, to go into the question, he feeling sure that the matter would some time be forced to a head by the printers of newspapers.

It is not the writer's purpose to discuss at length either the Minnesota method or Mr. Hotchkiss' ideas, but to, if possible, lead the minds of these two gentlemen and others along new lines.

The blame should not be put on Mr. Whiting altogether for the wrong methods adopted by his association, but rather on its members, since they decided on certain cost finding rules without calling in outside parties who might possess greater knowledge on this question than they, to start them right.

But, let it be said in behalf of Mr. Whiting's article — it started something, a something very much needed by the printers of these United States, and that something is a thorough discussion of the distribution question, for this subject under discussion is a distribution question pure and simple, as are all the questions of cost finding.

Remember, the science of cost finding is based on the natural law of distribution.

Mr. Hotchkiss' article is also as wrong in principle, for he would, if he followed his ideas, go as far from the mark of truth as if he used the methods advocated by Mr. Whiting's association.

Herewith are presented a few facts and figures about cost of printing newspapers and of subscriptions and advertising. These have been gathered after a long experience studying these questions while doing cost system installation work. They are presented in the fairest kind of spirit to all parties concerned, and knowing full well that there is yet a great deal more to learn about the science of cost finding than the very best students of cost know today.

There are five general laws of nature that round out the whole Law of Cost, the Law of Balance, the Law of Decomposition (depreciation or replacement funds), the Law of Increase (interest), the Law of Distribution, and the Law of Co-operation.

The Law of Balance is Nature's first great Law of Cost. Nature says that after the night must come the day; after the storm must come the calm; and where there is an outgo (expense) there must be a like income, or there is a loss.

The Law of Decomposition is that Law of Nature which shows man how all matter changes its form back to its original state — the Earth.

The Law of Increase is Nature's Law of Interest.

In the Law of Co-operation Nature shows how every bit of energy should move with exact precision, so that the most may be accomplished with the least possible effort.

On the Law of Balance is based the Science of Accounting.

On the Law of Distribution is based the Law of Cost Finding.

By the Law of Co-operation we arrive at the height of efficiency and perfection — the sublimity of harmony.

It costs to maintain balance, to care for depreciation (through replacement funds), to properly distribute and to have fullest co-operation.

Whether man ever gave thought to the question or not, the cost line of all effort has always existed, still exists, will ever exist.

It is on the Law of Distribution that men differ so much when it comes to studying the cost of production. Men disagree on this law because they do not study it right. Some men fear to discuss the distribution question simply because they do not know how to properly discuss it. At the Cincinnati Exposition and Cost Congress, last fall, the writer asked a prominent member of that meeting if the distribution question was to be discussed either before the convention or in committee. The reply was, "We are not anxious to start a fight." So men went home to continue conducting their cost finding systems on a misunderstood and a wrong basis. That convention was no different than any other cost convention — in that a free discussion of this vital question is generally passed up.

But Mr. Whiting's article arouses the right kind of discussion, and so, all hail to the Minnesota Association methods.

The Law of Distribution is that great cause that has brought all things to the places where they are found. Men carry this law into effect when they "distribute" mail, when the compositor "distributes" type, when the grocery boy "delivers" packages, and when the railroad "distributes" its human freight, the produce of the land, and the products of the factory. The cost expert teaches the accountant the great difference between the Law of Balance and the Law of Distribution by showing him how to "distribute" expenses.

Because the Minnesota Association did not find the proper method of distributing expenses is why Brother Whiting and all others who worked according to the Minnesota method seem to be going wrong. Neither has Brother Hotchkiss followed the natural law of distribution. Consequently we will say he and his followers are also going just as far wrong.

A newspaper, in its mechanical production and sale, like any other product, has two elements which make up its cost — stock and labor. There are only two kinds of labor used in its actual production — hand and machine. Consequently the man who owns a paper and prints it himself finds he is in a position of one who must first make something and sell it to himself before he can sell it to another.

Each issue of a paper should be considered as an individual job. This should be done so that proper distribution of job costs may first be made. Each issue of the paper should carry either a factory number or be known by its volume number, and all the time used by the workmen be recorded on their daily time tickets as they produce either the daily, weekly, or the Sunday issues. At the end of the month these job tracers, or mechanical costs of the newspaper, must be, so to speak, billed to the editor, so he can add them to his editorial costs. When this is done he gets the total cost to the publishing department for owning a paper, for having the editorial work done on it, for having the same printed, for selling subscriptions and securing advertising contracts.

Let us look at the following "lay-out" (this time the "distribution" of the productive centers of the plant) of a country newspaper. There is an office department, no matter how small or how great, a part of which may be used by the editor. Even one desk may be used for the double purpose of editorial work and for executing the work of the printing plant proper, the work in each department being done by one man with many changes in the day from being first the editor, and next the manager of the printing business. Then we have hand composition, department or center, linotype composition, or possibly monotype keyboard and monotype caster, then the job presses, cylinder presses, possibly a Duplex or other special newspaper press, the small bindery machinery and the table bindery work. We might have a special mailing department. We are bound to have cutting and handling of stock, and the stock storage department. Each of these departments has its own floor space, its own capital investment; some departments have motors, and therefore a power expense according to the hours the motors are used. Each department must stand its share of the building expense made up of rent, heat, janitor service, and building repairs. Each must stand its share of the valuation expense — replacement funds (depreciation) on the original capital invested, the interest on the same, insurance and taxes. Each must stand its share of the general office expense, executive and clerks' salaries, postage, stationery, supplies, bad debts, organization dues, packing and shipping, etc. The selling expense must be taken care of and is made up of salesmen's salaries, commissions, traveling expenses, long distance telephones, and messages necessary to sell the product. There is the interest on all commercial investments. The spoilage is a big item and must be charged direct to the department causing it. The department direct expenses are often heavy and must not be overlooked. The pay roll is an item of expense the average plant manager thinks his greatest expense, at any rate. All expense items, more in some plants than in others, must be distributed to each and every department according to the units benefiting by these expenses. No matter how small the editorial department, a share of the building and of the valuation expense groups must be charged to it, the balance going to the general office.

Let us examine a part of the distribution record of a certain plant and see what it has to say about editorial expense and the cost of producing subscriptions and advertising. This plant is larger than some plants and has a fair sized editorial department occupying 850 square feet. There was invested in the editorial equipment $300. The "building expense" (rent, heat, janitor expense to building repairs) of this particular editorial department is $14.79 a month, and has been distributed to it according to floor space occupied. The valuation expense on the $300 editorial equipment is $5.70 per month, and has been distributed according to the capital invested. The pay roll, editorial, reporter, solicitors, carriers, etc., is $265. The department direct expense, $150, is made up of wire service, office supplies, postage, and other items of expense that can be charged directly to the editorial department. The total editorial expense for the one month was $435.49.

There were four issues printed in that particular month which cost the editorial department a total of $300. There were 300 subscriptions sold at $1 apiece, 1,000 inches of display advertising at 10 cents an inch, 500 inches of legals at 15 cents an inch and 200 inches of readers at 12 cents an inch. All of the sales for the month cost, including the editorial department, $735.49. The following tables will speak for themselves and will show how the cost of advertising and subscriptions should be found, if it is right to follow more natural laws than used by the Minnesota Editorial Association or by Mr. Hotchkiss:

Cost of Printing and Publishing a Paper

Cost of printing four issues	$300.00	
Cost of editorial department	435.49	
Total cost of printing and publishing paper		$735.49

Sales for the Month

300 subscriptions at $1 apiece	$300.00	
1000 inches display at 10c	100.00	
500 inches legals at 15c	75.00	
200 inches readers at 12c	24.00	
Total sales for the month		$499.00
Net loss for the month		$236.49

Distribution of Cost

Cost 60% to secure 300 subscriptions.
Cost 20% to secure 1000 inches of display ads.
Cost 15% to secure 500 inches of legals.
Cost 5% to secure 200 inches of readers.

60% of total cost ($735.49) equals $441.30
20% " " " " " 147.10

15% " " " " "	110.33
05% " " " " "	36.76
Total distributed	$735.49

To Find the Cost of Subscription or Inch of Advertising

Divide 300 into $441.30, equals $1.47 cost per subscription.

Divide 1000 inches into $147.10, equals 14 7-10c inch for displays.

Divide 500 inches into $110.33 equals 22 1-6c cost inch for legals.

Divide 200 into $36.76 equals 18 1-3c cost per inch for readers.

Loss by Products

300 subscriptions at 47c equals..........	$141.00
1000 inches of display at 4 7-10c equals...	47.00
500 inches of legals at 7 1-6c equals.....	36.25
200 inches of readers at 6 1-3c equals....	12.24
Total loss, and by "products"........	$236.49

Every man running a newspaper knows that the sales in a month from advertising and subscriptions must exceed the mechanical and editorial cost of his paper or he is losing or is simply swapping dollars. Since the source of his newspaper revenue is from these two classes of service — subscription and advertising — they must stand all the newspaper cost.

The method here advanced shows how much the subscriptions should stand that month of the total cost of the publication as against the amount of cost the different classes of advertising matter should stand. There is no bunching of all classes of advertising with the subscriptions against the total expense, as Mr. Hotchkiss does by his method.

When cost of advertising has first been found along right lines, associations then might adopt a sliding scale if they so desire. However, the sliding scale has put many papers on the financial rocks, more often probably, than any other thing (except a proper knowledge of cost), and, for a newspaper, is as dangerous for its welfare as are "fillers" in a print shop. The cost of subscriptions and of advertising at the end of a twelfth month should show the true average cost. This information then will put managers in a safe position regarding the quotation from sliding scales.

The method of finding the cost of subscriptions and advertising here advanced simply means that if a person had a contract to sell subscriptions for a person, and advertising for another person, that the cost of this general agency would have to be borne on the basis of the business done for the man who wanted the subscriptions solicited and for the man who wanted advertising solicited. The average cost for the year to the man who wanted subscriptions solicited would be a price below which he could not sell his commodity — subscriptions. The average cost for the year to the man who wanted advertising solicited would be a price below which he could sell his commodity — advertising.

Again, let it be understood that what has here been set forth has been written with the hope that others will take up this "distribution" question, for no one man is going to solve this question. The writer does contend, however, that there are natural laws underlying this, as well as other questions of business. If men will closely search for these laws and then, when they are found, use them correctly, any problem, no matter how intricate it may seem, may be easily solved.

Those who do not agree with the methods here advanced are asked to communicate with the writer, setting forth their ideas, with the end in view that we will all strive to find true methods. When these have been found they should then be presented to all printers and publishers so that they and all who come after may safely and honestly and with profit to themselves conduct their newspaper establishment.

CO-OPERATION AND COMMON SENSE

By Gatchel & Manning, Philadelphia

The chief distinguishing feature of modern business methods is co-operation. Not only in the case of so-called trusts, where it is sought to control a particular business, but in the pulling together, so to speak, of business men in allied, or even diverse trades, for the general betterment of business conditions, looking to the greater prosperity of all.

Naturally, where a condition of this kind develops, where material things are being dealt with from the ethical or even purely theoretical standpoints, a great deal is written and said by enthusiasts which is to be more commended as abstract ideals rather than commercial possibilities.

But setting aside the views of the extremists, and viewing things from a purely commercial angle, it would seem as though it were an extremely difficult task to get some business men to introduce into their every day practice the theories they are willing to endorse as abstract propositions.

As an illustration: Are there any two businesses, each separate and distinct in itself, that are brought closer together than the printer and the engraver? In the production of a large illustrated catalogue, for instance, their efforts are mutually interdependent. If either fails, the resulting catalogue is a failure, to a greater or lesser extent.

This is so true that many large engraving plants have added a printing department, and many printers have installed engraving plants. But in either case, the result is one business organization which takes it out of the sphere of action we are now discussing.

We have in mind the co-operation of the printer "who sticks to his last" and the engraver who believes that he cannot be a competitor of the printer and still do him justice — and so confines his ability and energy to the production of engravings calculated to help the printer satisfy his trade with the least effort and trouble on the printer's part.

When the interests of each are so bound up in the other, it should need no argument to show the necessity of constant and intimate co-operation. With positive knowledge on the engraver's part of the limitations and possibilities of the printer's plant, there are innumerable ways in which the engraving plates may be modified in treatment and finish to suit any particular order within a known limit of cost.

Where the printer has taken the trouble to acquire even a moderate knowledge of the technique of engraving, he can produce results with a minimum expenditure of his own time and energy.

But the close co-operation of the two is necessary for the maximum of efficiency at the least cost for both. Consultation when the preliminary work is planned — consideration of ways and means to save time and cost — complete understanding as to style, treatment, finish and times of delivery, will insure a catalogue satisfactory alike to the printer, the engraver and the customer.

An Estimated Hourly Cost, or Suppositious Form 9H

By Edward U. Roper, New York City

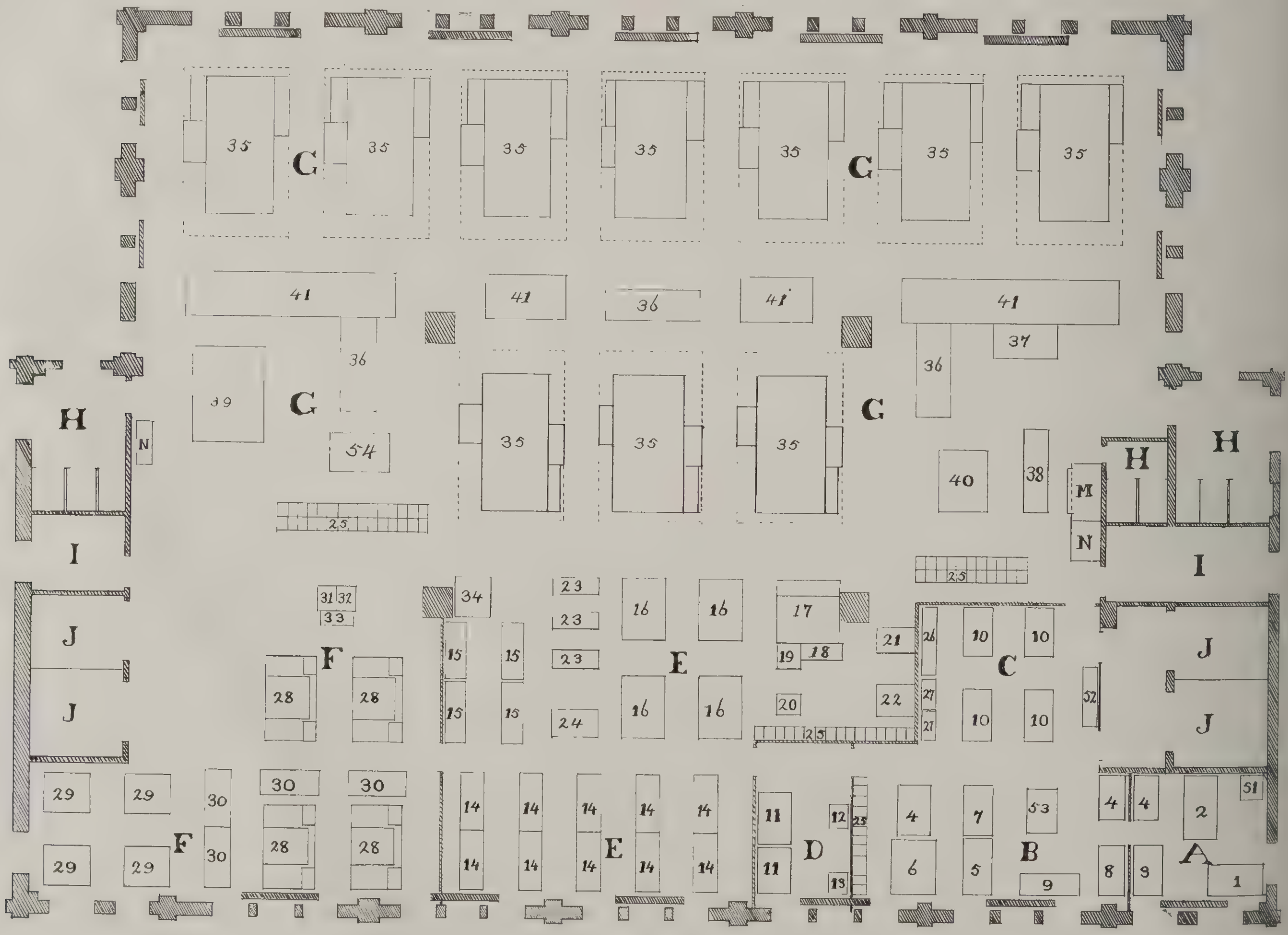
WHILE the printing office treated in this article is entirely theoretical, as far as equipment, offices and expenses are concerned, it is arranged and laid out on a plan of the floors of the Arts and Crafts Building, Twenty-fifth Street, New York City, with one exception — instead of having the floor space cut into small squares, 13 feet 6 inches by 17 feet 6 inches, and thirty-two of them, it is divided as shown in the diagram; this entails an increase in expense of 25 per cent for the building, or about 15 per cent on the total investment of land and building, and gives 40 per cent more room in the possibilities of layout of the factory.

This question should be gone into fully before you rent or build. If you are going to rent, see that the shape of the space will accommodate your plant.

Type, material, furniture and machinery in this plant have been as carefully selected as though for actual operation, even to sticks and quoins in the composing room, benzine cans in the press room, and the tables and stools in the bindery.

The type has been purchased in large fonts, though not purchased in 25 or 50-pound fonts, for that gives you too much lower-case and not enough caps.

The material, brass rule, sticks, galleys, etc., have been purchased with the same care, and in the desired quantity for the number of men employed.



All of this equipment is from the American Type Foundry, necessarily of the best quality.

The office furniture is from the National Desk Company, Herkimer, N. Y., and chairs to match.

The cabinets, stones, and all furniture in the composing room are from the Hamilton Manufacturing Company, Two Rivers, Wisconsin.

The Chandler-Price new series 10x15, and the John Thompson Press Company 17x22 Laureate, Model J.

The Premier two-revolution press of the Whitlock Printing Press and Manufacturing Company.

Brown & Carver paper cutters and Brown folders.

Boston wire stitchers and H. L. Roberts & Co. silk stitching machinery.

And the Miller Saw Trimmer and the Miller Platforms.

The general divisions of the office and factory are:

A. General Management — 1, President's Desk; 2, Directors' Table; 3, Vice-President's Desk; 4, Stenographer; 51, Costumer and Umbrella Stand.

B. Accounting Department — 4, Stenographers; 5, Bookkeeper's Desk; 6, Cost Accountant and Order Clerk; 7, Safe; 8, Secretary and Treasurer; 9, Filing Cabinet.

C. Sales department — 10 Salemen's Desks; 26, Stock and Ink Sample Books; 27, Samples of Printed Work; 52, Visitors' Bench; 53, Table for Showing Samples.

D. Proof Room — 11, Proofreaders' Desks; 12, Revolving Rack for Dictionary, Encyclopedia, etc.; 13, 1 Cabinet for Proofs and Copy Work in Process. Shelving for old proofs around wall.

E. Composing Room — 14, Tracy Cabinets — Working Tops; 15, Rule and Furniture Tops, Patent Bases, Dead Boards and Electro Cabinets; 16, Imposing Stones;

17, Form Racks, Cylinder, Gordon and Foundry; 18, Wood Furniture and Reglet; 19, Steel Furniture; 20 Miller Saw Trimmer; 21, Electro and Dead Stone Desk; 22 Cut Cabinet; 23, Page Form Storage Cabinets; 24, Foreman's Desk; 34, Proof Press; 25, Sanitary Closets for Workmen.

F. Bed and Platen Press Room — 28, Laureate Model J, 17x22; 29, Gordons, 10x15; 30, Drying Racks; 31, Imposing Stones; 32, Overlay Table; 33, Form Rack.

G. Cylinder Press Room — 35, 47x66 Prefier Presses; 36, Roller Cabinets; 37, Form Rack; 38, Ink Cabiet; 39, Overlay Table; 40, Foreman's Desk; 41, Space for Stock; 54, Register Table.

H. Lavatories.

I. Stairways.

J. Elevators.

Another diagram, which I should like to present with this article but am forbidden because of a lack of space, shows a complete arrangement for: Bindery; Cutting Machines; Cutting Tables and Waste Boxes; Folding Machines; Silk Stitcher; Boston Wire Stitcher; Folding Tables; Stock Bins; Foreman's Desk; Shipping Table; Stock Room; Miller Platforms for Stock; Electric Light

The divisions of this plant as shown in diagram are

and Power, and Sinks.

as they will appear on Form 9H, and the salaries and people employed and the apportionment thereof is shown in table "A — Apportionment of Salaries." This table also shows the number of units in each department, and the time, or wages, that must go into direct and indirect charges, and from here is carried as such into Form 9H, where the other indirect charges are distributed and added to the indirect.

A.— Apportionment of Salaries

Officers and Employés	Total Yearly Wages	Office Salaries Indirect			Composing Room		Cylinder Press Room		Bed and Platen Press Room		Bindery Machine		Bindery Hand		Stock Room
		Manag't	Sales	Accting	Direct	Indirect	Direct	Indirect	Direct	Indirect	Direct	Indirect	Direct	Indirect	Indirect
President and Gen'l Mgr	7800	2600	3900	1300											
Vice-prest and Sales Mgr	5200	1040	3640	520											
Secretary and Treasurer	5200	520	520	4160											
Four Salesmen	9880		9880												
Bookkeeper and Cashier	1560	260	260	1040											
Three Stenographers	2444	1040	988	416											
Office boy	312	52	156	104											
Order Clerk	780		520	260											
Artist and Layout man	1560		1040			520									
Superintendent	3120		780			1040		520		260		260			260
Foreman—Compo-room	1820					1040		416		156		104			104
Ten Compositors	12480				10400	2080									
One Stoneman	1560				1040		364		156						
One Assistant	1248				936	312									
Two Proofreaders	2652					2080		364		208					
One Deadstoneman	1300					1300									
One boy ass't—chargecuts	520					312		156		52					
Two errand boys	520					312		104		104					
Foreman—Cyl Press Room	2080						780	1300							
Five Pressmen	7020						5720	1300							
Ten Feeders	8320						6240	2080							
Two Floormen	1560							1560							
Foreman—B. and P. Press	1040								780	260					
Eight Feeders	5200								4264	936					
One helper	520									520					
Foreman—Bindery	1300										520	520	260		
Two paper cutters	2132										1664	468			
Forelady—Bindery	936												624	312	
Two Feeders—Folders	1560										1040	520			
Two Feeders—Wire Stitch	1248										832	416			
One Feeder—Silk Stitch	624										416	208			
Twelve girls—Handwork	6240												5200	1040	
Foreman—Stock and Ship	1040														1040
Two helpers	1560							520		156		104			780
Three errand boys	936														936
Total wages	103272	5512	21684	7500	12376	8996	13104	8320	5200	2652	11472	2600	6084	1352	3120

From this table you also get the possible salable hours in each department, on the ideal of full time. How this should be handled and what proportion of the time marked off, will depend largely on the class of business you are handling; this discussion is on the general jobbing office — not a daily or weekly paper, nor a publishing or magazine house — where the sold time should be at least two-thirds.

A. Apportionment of Salaries — The ability to digest facts, to form an intelligent conclusion from a mass of data put in your hands, is possessed by a very small minority of people, and if you do not realize this you will never get in a position to improve your present condition.

B. Form 9H — Apportionment of Expense — There are three things that must be done in every manufacturing plant after this Form 9H has been filled out, and a supposable hourly cost established for men and machines, before you are in a position to make an estimate or charge a job.

(1). Establish the total amount of business to be done on the present estimated expense.

(2). The amount of business to be done by each department on the present estimated expense.

(3). What is, or should be, the efficiency or output of men and machines.

From the first you will be able to tell whether the salaries of officers and salesmen are too high, and this must apply to the proprietors as well as the salesmen. If one of your salesmen was costing you much over 10 per cent on the business he brought in you would be apt to say something. If you don't know what he is costing you, or don't say anything when you do know, something should be said to you.

In the same way, from this estimated total business, you figure the too much or too little of your managerial and accounting departments. Whether you are high or low in this is a matter of opinion and has never been definitely settled, but it will do you no harm to know what the relation is, and it is certainly absurd to fool yourself by having them charged in with the selling cost.

The second gives you the only basis from which you can tell whether you have any use for a department. Can you get, or have you got, business enough to make it pay?

The third gives you the only information by which you can make a charge for work done from your hourly cost. If you do not have this standard, every improvement in the output of men and machines goes to the customer, and you lose. If you do not have this standard, but charge your work by the hour, everything that tends to reduce the number of hours, everything that makes for efficiency in men and machines, is a positive detriment to you.

How to establish this standard, and how to use it in estimating and billing will be taken up later.

Let us take A and look at the distribution of salaries and the reason therefor.

There can be no question about the salaries of officers, salesmen and accountants not belonging in the factory. They are general, or indirect, and can only be apportioned in an indirect way to one or the other side of selling; and before any one should attempt to start in business he should know the proportion they should bear to the total business done, or consult someone who does.

Take the by-laws of a corporation and see the duties of the officers, and on the basis of what they have to do fix the salaries; and then make an allowance for what they may have as salesmen, giving them credit for business brought into the house on the same basis or percentage as the salesmen. The president, vice-president, and secretary-treasurer should have no more to do with the direct supervision of work than one of the salesmen.

The rest of the office force fall into their natural places as a direct charge in one or the other departments of the office force, and not in the factory.

While the superintendent is a charge against all departments, it is the composing room that takes the most of his time, and so I have charged it.

The foreman of the composing room and the stoneman are as much a part of the pressroom and bindery in effect, though not in amount, as they are of the composing room, and for that reason I have charged a part of their time to these departments.

Aside from these items I do not think there can be any difference of opinion in regard to the apportionment of wages.

Once more I want to say: Do not pay anyone a salary that he does not earn. The officers of the company to get a good living salary, should control a percentage of the business, and everyone in the office who brings in work should be paid for that work over and above his regular wages.

I have found it very unsatisfactory to have the men in the factory act as salesmen; though this question does not belong here, I cannot help calling attention to it before taking up Form 9H.

In this preliminary, or fictitious accounting, I wish to emphasize that I am using the Standard Uniform Cost Finding System, only dividing the general expense into departments the same as the factory, and apportioning that expense to stock and material as well as labor on a percentage basis, instead of making an hourly charge against labor at the total expense.

The same is true in the stock and shipping department. All items of expense that cannot be charged to the individual job are carried as a percentage charge against stock, and do not appear against the factory labor cost. This charge is made against all stock, whether the company buys it or the customer furnishes it, as a percentage on price. I do not care to enter into an argument as to whether the cost of handling stock should be figured on its value, its weight, or the space occupied. I prefer to figure the expense on the value.

It hardly seems necessary to defend the statement that this item should be charged, and that the stock should bear the burden of cost of handling and also the cost of selling.

As a usual thing it takes as much time — expense — to sell the stock for a job as it does to sell the labor.

The making of dummies is certainly a charge against stock.

The risk of spoilage, the loss by fire, the rent, etc., appear against the value of the stock no matter who buys it, and you pay for all these items.

If the customer buys the stock, you lose the cash discount.

And it would be far more reasonable to make the stock bear a portion of the factory cost from the composing room to the bindery, than to have the labor charged with the handling. It will not tax your memory to think of many delays and items of expense caused in each department exclusively by the stock. Too small to allow reasonable margins for lockup or good trim. Flaky, un-

Form 9H— Apportionment of Expense

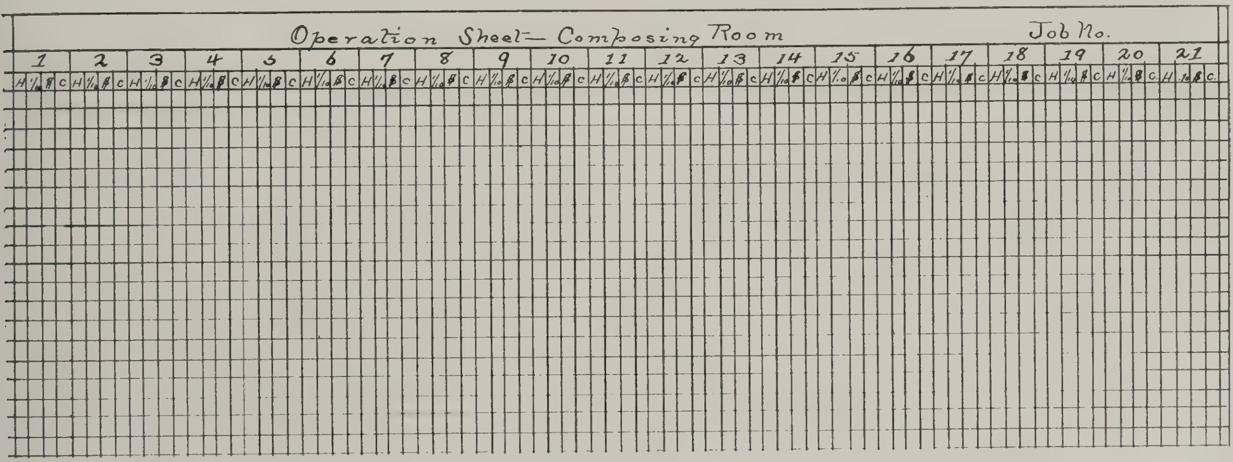
Space occupied sq.ft.	196	252	448	1306		4450		894		804		800		3346	12496
Amount of investment	$218	$642	$522	$12,064		$44,395		$5137		$8132		$540		$457	$72,107
Items of Expense	Office Expense Indirect			Composing Room		Cylinder Press Room		Bed and Platen Press Room		Bindery Machine		Bindery Hand		Stock Room	Total Expense
	Manag't	Sales	Acct'ing	Direct	Indirect	Direct	Indirect	Direct	Indirect	Direct	Indirect	Direct	Indirect	Indirect	
Pay Roll	5512	21684	7800	12376	8996	13104	8320	5200	2652	4472	2600	6084	1352	3120	103272
Rent and Heat	129.50	163.50	296		863		2939		590.50		531		528.50	2209	8250
Light	8	10.50	18		52.50		178.50		34		32.50		32	134	500
Power							1379.30		344.85		275.85				2000
Insurance and Taxes	1.58	4.65	3.78		83.67		320.51		37.13		58.82		4.26	3.60	518
Interest on Investment	13.08	38.52	31.32		723.84		2663.70		308.22		487.92		32.40	27.42	4326.42
Depreciation	21.80	64.20	52.20		1878.70		4439.50		513.70		813.20		54	45.70	7883
Bad Debts	1000														1000
Spoiled Work					750		500		400		350				2000
Direct Expense					25		375		300		300				1000
Stationery and Postage	200	200	1600												2000
Freight, Express, Carfare														2500	2500
Total Departmental Exp.	6885.96	22165.37	9801.30	12376	13372.71	13104	21115.51	5200	5180.40	4472	5449.29	6084	2003.16	8039.72	135249.42
Chargeable hours-full time				29952		24960		19968		17472		29952			
do 2/3 do				19968		16640		13312		11648		19968			
Hourly cost - full time				.50	.36	.62	.75	.31	.22	.26	.31	.20	.07		
do - 2/3 do				.50	.79	.62	1.44	.31	.47	.26	.61	.20	.21		
Office expense-% on labor	44%	14.1	6.2%												24.7%
Expense handling stock														13%	

even, bad sheets, everything to make slow feeding in press room and bindery. But why enumerate?

If you want to know the cost of production only, and not the cost of each process, why not throw all your departments into one? It would not affect the total year's business, or the profits. It would be much easier to say that a job took so many hours to do, there were so many hours worked, the total cost was so much, and the cost is so much per hour; add so much for profit, and charge.

The fact of the case is, that while the cost of the job is the end in view, you want to know a great many things that take place on the road to that end.

If you want the cost of composition, why not the cost of management? The cost of press work, why not of sales? The cost of binding, why not of accounting? And as it is only a matter of more columns, and not any more work, and only a separating into three totals and three percentages instead of one, why not have these items of cost anyway? It won't do you any harm to know that your sales are costing too much, even if your salary is the cause of the high cost.


Operation Sheet— Composing Room Job No.
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21
H/10 $ c

1, Composition, Including Taking and Correcting First Proof and Revises; 2, Foreman's Changes; 3, Office Changes; 4, Author's Changes; 5, Leading-out; 6, Trim or Mortise Cuts; 7, Cutting Special Material; 8, Sorting Cuts and Copy for Job; 9, Make-up; 10, Lock-up; 11, Line-up for Register; 12, Registering Form; 13, Proofing, If More Than One on Customer's Order; 14, Preparing Copy for Compositor or Machine; 15, Proofreading—If by Compositor; 16, Copy-holding—When Done by Workman; 17, Layout or Sketch—When Done by Workman; 18, Distribution; 19, Foundry Lock-up.

If management and accounting expenses are too high you can tell whether it is because of low sales or too many people; and if the selling expense is too high, take the sales sheet (which should show the sales for each one, or better still, should be a separate sheet for each one), and look at the total. You will not have to do any talking. The lesson drawn will be as effective with the men as it is with you.

Every man in the shop, in an indefinite way, knows that his hour carries a heavy burden, and, from reading the trade papers, knows that all the expense of the office and stock room goes against his time; and from this way of figuring you are raising proprietors that think it is a good thing to have customers buy stock. The compositor does not see why he should help pay stock expense; as far as his work is concerned it makes no difference whether there is any stock or not; so we have composing rooms for the trade that can do work at a less hourly charge (?) than the regular printing shop.

One more difference from the Standard, one that is more apparent than real; that is the separation of the departmental expense into "direct" and "indirect."

This division or separation gives you the barometer by which to judge the conditions of the department. The indirect expense will not, or rather should not, vary as a total to any great extent from month to month, and the amount of that variation is the up and down of the mercury in the tube by which you judge the conditions.

Analyzing this in one department will do for all. The charge ticket of the Standard System is made up so that from the daily time ticket the "chargeable" or "direct" hour is entered against each job. The only change necessary is to add another column for "actual wages paid." When the job is complete you total these two columns, and to the "wages paid" you add the "indirect" hourly cost multiplied by the total number of hours worked. For instance: Direct wages, $45; number of hours, 94; indirect hourly cost, 78.5 cents times 94, $73.79; total cost, $118.79.

There are several advantages in this way of figuring:

First. Every direct hour carries its correct proportion of the overhead or fixed charge. Under the Standard System the high priced man carries a smaller proportion of the fixed charge than the low priced man. Take your hourly cost and take away the wages paid, and you will see the result. The worst of it is it makes your fine work, that will stand a high price, get a low one; and the work that your two-thirder, or even the errand boy does, gets a high price.

Second. It gives you the total direct expense each week or month; comparing this with your pay roll direct expense, and the amount of hours sold, you are enabled to tell whether there are too many men in the department or not.

This should be watched, as it is only in the wages of the men that constitute direct expense that any great saving can be made in department expense.

In the case of machine and hand work combined, it is necessary that each employe and each machine should have a work ticket. On the press ticket the time of commencing each operation should be entered. And on the individual ticket the kind and time of each operation. The work is charged with the wages of each operator for the time he is on the job; and the indirect expense is distributed by the press hour. This naturally gives you a higher charge for make-ready than for running time, and that is as it should be.

These two tables, A and B, may each be divided so as to give you the estimated apportionment by the calendar month, lunar month, or weekly, which ever way you wish to make the comparison, but which ever way you wish, have such a table, or tables, for comparison with actual conditions. What difference does it make whether you are higher or lower than last month or the same month last year, unless you know that the month with which you are making your comparison is right; you might as well compare with the moon.

Taking Form 9H, and dividing by 12 we have a table with which we can compare the conditions as shown by the actual monthly 9H. Is the selling expense too high? What was the total of sales? And so through each item for each department.

There is a certain amount or kind of knowledge that every employer has in regard to the various departments that govern his actions, the salaries he pays, his rent and other expenses; he may not be able to formulate or definitely tell the amount or kind, any more than he can tell how to cook a meal because he knows a good one, but they are there, and govern his actions whether he knows it or not.

And here are a few of them:

The expense of management is about 25 per cent of the total cost.

The amount of business, exclusive of stock, is about twice the capital invested.

The total cost of doing work is as 3 to 1, compared to the wages.

A salesman's salary is fixed on the basis of 10 per cent on selling price.

The amount of stock or material used is about one-third of the total cost. Reports to the tariff commission from (I think) nearly 1,500 shops showed it to be 31 per cent.

A few totals, as taken from this suppositious Form 9H, may be interesting:

Total factory expense	$135,249.42
Office expense (24.7 per cent)	38,852.63
Factory expense minus office	$ 96,396.79
Material handled — 31 per cent total expense	60,746.08
Total on which to figure office expense percentage	$157,143.87
Office expense	38,852.63
Yearly expense, including stock	$195,996.50
Ten per cent profit on sales	21,777.38
Total yearly sales	$217,773.88

I leave it for others to ask 20, 25 or 33 per cent, but as 10 per cent on sales is about 33 per cent on the investment, I think it would be wise to stop dreaming.

All this information is useful, and helps to a fair understanding of your business, and gives you the data from which to correct various evils, but as a means of charging or estimating it is next door to useless.

As I said before, you must have a standard of efficiency for men and machines established, and when you can get the factory above this it is your profit, and when it goes below, it is your loss.

The customer is not entitled to the profit in the one case, and you must not expect him to pay the penalty in the other.

The problem to be solved is: "How shall efficient management, and the increased output of men and machines, be made a source of profit to me?"

If the cry "Too much Johnson" does not come out of the West, I will try to show how this can be done.

Dean Williams of the University of Missouri Honored at Stourbridge, England

THE Stourbridge (England) Express of July 26, in giving an account of the annual summer excursion of the Birmingham and Midland Counties District of the Institute of Journalists, makes the following reference to the honored and beloved Past President of the National Editorial Association and Dean of the School of Journalism of the University of Missouri:

"The excursion was made the more memorable by the presence of Dean Walter Williams, the dean of the Faculty of Journalism in the University of Missouri, U. S. A. Dean Williams is a member of the Institute, and is on a round-the-world tour for the purpose of studying the journalism and journalistic methods of all countries.

Dean Williams and Journalism

"Dean Williams, who was accorded a hearty reception on rising, assured the members that he had not been put to any personal inconvenience to be present on that delightful occasion. He had come to Stourbridge that afternoon to commence a journey around the world, and indeed, when one was going to circle the globe, the Midlands was surely the place from which to start! (laughter). His connection with the Institute of Journalists lay officially in the central offices in London, but he felt that in being with them he was but meeting old friends. Journalists in America and their brothers in the United Kingdom were so much akin that whenever he paid a visit to this country he always felt that he was making, as Americans generally said, 'the home folks' a visit. (Applause.) Referring to American journalism, he said there was, as in England, both good and bad, but they were training up a school which, he hoped, would emphasize the best points and eliminate all that was bad. In England the Institute of Journalists was doing much in the same direction. There were in journalism so many different avenues that they were apt to forget all were brother journalists. In journalism it seemed to him that they should first of all emphasize the note of personal responsibility. No journalist should seek to shield himself in wrong-doing behind any newspaper or any man, for, in the last analysis, each journalist, to win real success, must answer to his own conscience. In the speech of Councillor Taylor that afternoon reference was made to the good and ill of journalism. Nobody recognized it more than they did themselves in America, and they were striving towards, and he thought they were attaining to, a better journalism — one which would teach all those who followed it that no journalist should write as a journalist anything which he would not write as a gentleman — (hear, hear) — and nothing should be published in a newspaper that could not be read to one's sister. Until they came into that higher field of responsibility the evils they were seeking to solve would always, to a certain extent, be with them. The other problem was how to make this personal responsibility serve not only society, but the state. In its true sense journalism was not a profession of personal aggrandizement, but of public service. (Hear, hear.) As had been well said, through the journalist's efforts fame had often come to others rather than to the journalist himself, and fortune too often came to persons other than the journalist, but however humble one's position might be, there came the reward and satisfaction of having done that which his conscience dictated, and of having served the larger interest, not journalism for one's self, but as a public service. In conclusion he expressed delight at being present, and said he would carry back with him to his own home a delightful recollection of the occasion and of the kind and courteous hospitality of Captain and Mrs. Moody. He would also carry back with him inspiration from having looked into their faces, feeling that they were seeking to make a better and nobler journalism for those who would come after them. (Applause.)"

There were several addresses made during the excursion at different points. Dean Williams spoke at Norton Close, where the journalists were welcomed by Captain and Mrs. Moody. At the council chamber of the town hall, Stourbridge, Chairman Taylor of the city council took the chair, having upon his right the town clerk and on his left Dean Williams, and in offering a welcome on behalf of the council, complimented the press and made some pleasing hits appropriate to the occasion, saying, among other good and telling things:

"The town teemed with historical incidents, but, like many other places, there were no authentic records of the incidents to be obtained. It also had its commercial importance, but he was sorry to say that as regarded its artistic side the glass-making industry was now carried on outside the district, and had been superseded by the more or less prosaic brick-making industry. So he was sure that they had not come in search of 'copy' (laughter), and as he noticed it was their annual summer excursion, presumably they had come to refresh the eye and mind. This reminded him of a little tale he once heard. A Yorkshire youth of somewhat meagre classical education became a novitiate of the Cowley Fathers at Oxford. He was conducted to his barely furnished cell, with its bed of straw, and was awakened at cock-crow by a knock at the door and a voice saying 'Dominus tecum.' Whether these words were spoken in the classical 'Dominus taycoom,' or with a more modern pronunciation, did not appear, but in either case it would be all the same to our novice, and he replied, 'Thank you, kindly set it down outside.' (Laughter.) "And I say to you," continued the chairman, "set your search for 'copy' down outside for the present, and use your visit to minister to your love of the beautiful and to invigorate the bodily powers. Carlisle once called the editors of our newspapers the true Church of England, and though some people might cavil at the description, he thought at any rate there was an element of truth in it, as they spoke in very potent words to a very large congregation monthly, weekly and daily. He trusted their gospel would ever be one of peace and good-will, of optimism and good cheer. In conclusion, he hoped their visit under the guidance of Captain Moody would prove one of profit and pleasure. What he did not know of Stourbridge or journalism was scarcely worth knowing. Might they all spend a very delightful afternoon! (Applause.)"

* * *

MONEY'S WORTH EVERY ISSUE

Office of The Laurel Advocate
Laurel, Neb., August, 1913.

Hon. B. B. Herbert,
National Printer-Journalist,
Chicago, Ill.

Father Herbert: Enclosed find check for $2.00 for ensuing year's subscription to the Printer-Journalist. I get my money's worth out of nearly every issue—so you see I am ahead all the time.

Yours respectfully,
C. E. NEVIN.

The Higher Consecration

"Fold up the banners! Smelt the guns!
Love rules!"

THE world is growing kinder every day, and wiser in its kindness. Love, the supreme conqueror, holds the field today; before its blithe battalions have fallen the ramparts of the stubborn souls of men.

The field where the bloodiest battle of the most fearful war raged just fifty years ago is the theater of the grandest spectacle of manhood and brotherhood and true freedom that has ever called Earth and Heaven and Hell to witness in the history of War and Peace. The wonder of it all is the same marvel that is working a revolution in men's souls throughout the growing civilization wherein Strife is giving ground to Unselfishness and Sense. Here on the field of Gettysburg are those that are left of the grizzled veterans of 1863, who fought with superhuman stress on that "reddest day in history." In their hearts but a half century since raged the bitter, unreasoning hate that it seemed they would carry through eternity — hate born of the lack of understanding of man's responsibility to man.

Here are the fighters on both sides who on those fatal days were triumphant over selfishness of Fear, whether they stormed the heights with Pickett or matched their strength and bravery with the lost Confederacy just at the ebb of its highest flood. Today they triumph over the selfishness of Hate, and are brought together on a serene tide of sympathy and love that has made the Union indeed indivisible.

May this most mighty victory of true Americans be the forerunner of many others to which the mere triumph of arms in the sublimest might of desperate soldering is nothing but a sad sign of the wantonness of War.

Lincoln, whose calm spirit thrills with light and life as he gazes on the scene, once felt this field was consecrated by the soldiers of the Union. Blue and gray and khaki, all are soldiers of the Union now; and this field was never completely consecrated until today. The soldiers of God who have won this truly decisive victory in Humanity's battle have on this field in these three days consecrated it more consummately than any other battlefield sown with the blood of the brave was ever hallowed since the War fiend brought the horrors of Hell to the dwellers of Earth. This evil spirit is surely retreating before the serried ranks of Brotherhood in the strength of perfect understanding and sympathy and love, and hence immortal power among all mankind.

HARRY ALBRO WOODWORTH.

A Home Newspaper and Festal Day

No. 8 of Vol. I of the Low Moor, Iowa, News looks kindly from our desk as we write. It is a handsome home newspaper of sixteen pages and cover, and the first cover page printed in black and red and containing, under the headline, three halftone views of attractive buildings and streets of the beautiful little city.

The thought suggested is that it is very pleasing and apparently profitable to make a home paper beautiful, and appealing, in illustration and matter, to the home people and to their pride in and love for the place.

Some fifty of the eighty columns of this issue, July 25, 1913, are filled with handsomely and artistically displayed advertising. This issue is a Booster Number and advertises the Low Moor Annual Kinderfest, and it is this fact that causes this article to appear here instead of the paper being sent to Mr. Copper to be commented upon in the Newspaper Criticism Department.

This plan of a special annual festive occasion promoted by the business men and the press, for a community, is becoming very popular. A score and more of cities of large size have their special annual festal days, of which they make a great deal, and the Kinderfest, appropriately, has been adopted by this beautiful little Iowa city. It would be appropriate to any city of any size.

C. W. Stone, editor and publisher, has the following instructive words as to the objects of this issue, as well as of the festival that is designed to be promoted thereby:

> It is the endeavor of the business men and citizens of Low Moor, and the hopes of the community to make this year's Fest the best the town has ever had. Prizes for sports and other amusements will be offered, and every plan is to make it an entertainment for the day for both young and old — a day of enjoyment after the hard toil of the spring and summer.
>
> It is practically an after harvest jubilee. The crops are abundant and there should be a general rejoicing of a happy, prosperous and favored people on this local holiday.
>
> The Low Moor News has issued this Booster Number to give the Kinderfest the widest publicity and advertise the town and county, at the same time presenting a number extraordinary, believing that the home newspaper should be an educator. We possess some vanity regarding the News, believing it compares very well with the general small town newspaper.
>
> Its policy is to do good. It wants to help you live better, easier, nobler, grander. It believes in a joyful, open-faced Christianity, according to the Golden Rule.
>
> It knows that the farmer works too hard with his muscle and too little with his brain. He should even it up. He does not play enough, and that is the main reason we are boosting the Kinderfest; it is a day when you can forget toil and with family and friends enjoy a holiday.
>
> We have told you our story; now come and enjoy the hospitality of Low Moor, where every amusement within the reach of the resources of the committee will be here for your pleasure.

Besides the reasons given for the festival, all worthy and highly commendable, there is business wisdom in the providing for and promoting such an occasion for a day in the dull season. It is certainly legitimate for the newspaper to put forth efforts for promotion of business, as well as goodwill, joyousness, sociability, healthful play and recreation and to help the people live saner, healthier, "better, easier, nobler, grander lives."

To double or quadruple profitable publicity or advertising in the dullest days of July, while doing a helpful service to the people, to the whole community and all the business men thereof, is certainly an accomplishment worthy of commendation, congratulation, and of imitation, as to means and methods for such signal attainment.

* * *

GLAD OF A RETURN TO OLD NAME OF N. E. A.

A Private Letter Recalling Pleasant Memories, Though Saddened by Death's Shadow—Letter from Former Vice-President A. E. Pierce

National Editorial Association members have met in convention in different sections of the Union, and journeyed over all parts of the country together as congenial fellow travelers, interested in their common calling, in each other and in all the regions visited and the inhabitants thereof. The bonds of mutual interest, of love for the great comcon country with all its wonders, resources, beauties, noble institutions and lofty aspirations in all parts thereof. Acquaintances have grown into strong and enduring friendships. It is estimated that during the twenty-eight years over five thousand different editors have joined at one time or another in these conventions, so that the circle is broad, and hardly a city or a hamlet in all the land but contains some one who has, at some time, been in attendance on some one of the conventions or excursions. Each recurring annual convention kindles kindly memories in the minds of thousands, though these may be tinged with sadness for so many have passed on to that bourne from whence there is no return.

With these thoughts, and feeling that we will be forgiven for taking the liberty, on account of the happy memories that will be awakened, we present to the readers of The National Printer-Journalist the following private letter from A. E. Pierce, for many years an active member in and one time First Vice-President of the National Editorial Association, formerly of Denver, Colo., now of Los Angeles, Cal.; and we are doing this first, because the letter emphasizes the fact as to the great usefulness of the National Editorial Association to the different states and cities that have been visited during the past years, as well as for the thoughts and memories recalled as to old members and all the experiences of these years of association, mutual counsel, helpfulness, friendly communion and comradeship.

Los Angeles, Cal., July 25, 1913.

Col. B. B. Herbert,
National Printer-Journalist,
Chicago, Ill.

My Dear Colonel: I have just been going through the pages of the July National Printer-Journalist and noting the many splendid articles it contains. Am especially interested in noting the fact that the National Editorial Association held its annual meeting once again in the grand old Centennial State. How I would like to have been with you! Didn't you miss some of the old Colorado clan? It is scattered and, alas! several have gone the long journey over the eternal range. K. G. Cooper, Wolfe Londoner, W. E. Pabor, and — oh well, we must all pay Nature's debt some day. The Grim Reaper has cut a wide swath in the ranks of the N. E. A. since the days its founders and earliest members began their annual reunions.

Say, do you realize that it is twenty-one years since the National Editorial Association visited the Pacific Coast on that memorable ocean-to-ocean excursion? Three royal trains of Pullman coaches and three weeks (and then some) of royal good time. I wrote up that trip in detail for my paper at the time, and have it in my scrapbook. Recently I went over it, and in the language of the late more or less lamented Ingersoll, "The past rises before me like a dream." I seem to live it over again.

Do you know I believe that invasion started the Pacific Coast boom. Certainly it has had a most phenomenal growth in population and material wealth since then, and there seems no let-up, at least not in southern California.

I note from my write-up above referred to that Los Angeles then claimed 60,000 population. It now lays claim to 450,000. San Francisco has been destroyed and rebuilt greater than ever. Seattle, Portland, and Tacoma have all grown apace. All the many places visited by us have prospered. And yet there are some so dull and uncomprehensive as not to believe that "advertising pays." Advertising is what has done it. No section of all our broad land has enjoyed so much free as well as paid for advertising as the Pacific Coast, and especially southern California.

Yes, my home is here now, as you know. I did not then imagine it ever would be. Have retired from the tripod, but my heart is with the "old gang," the best, whole-hearted, generous, lovable aggregation of "boys" and "girls" ever associated together. And, by the way, I am glad to see that the old name of the association has been restored. There is "something in a name."

But I am stringing this out beyond my first intention. If you, or any of our old-time associates, ever come to Los Angeles — and of course you will; everyone does sometimes — and I am still on earth, look for my latchstring. It is always hanging out.

Fraternally,
A. E. PIERCE.

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LEE J. ROUNTREE COMPLIMENTED

Lee J. Rountree, editor of the Georgetown, Texas, Commercial, proved himself one of the useful members of the annual convention of the National Editorial Association at Colorado Springs, June 17-19. He acquitted himself as a well-informed newspaper man with practical, useful and worthy ideas and high ideals.

He was elected a member of the executive committee, that, under the new constitution and the plans that are in progress for business co-operation, has become one of the especially useful and responsible positions in the national organization. How highly Editor Rountree is respected as a man and as a newspaper maker is witnessed by the kind words of commendation that have been printed in the newspapers of Texas, since the convention, of which the following, from the Greenville, Texas, Daily Banner is a fair specimen:

"Editor Lee J. Rountree, of the Georgetown Commercial, is home from Colorado, where he attended the National Press Association. Editor Rountree is a favorite with the newspaper workers of the republic. He was selected as a member of the national executive committee. No better man could have been selected to fill this position. Lee Rountree is a superb fellow. He is always ready for any event. Always capable, always steadfast, and he will add luster to the place he has won. Texas has two ex-presidents of the national organization — Colonel Baillio and Lieutenant-Governor Mayes. Let us hope that Lee Rountree will be the third."

It is pleasant and profitable for editors to know how the fellow members of the national body are prized in their home states.

"Fourth Estate and Real Estate"

IN closing an address on the above topic, before the Real Estate Exchange at Winnipeg, Manitoba, Mr. James Schmerhorn, publisher of the Detroit, Michigan, Times, deals with the following parallels as to responsibility and honesty in the two callings, referring to the action of the Advertising Association of America at the recent convention in Baltimore, in the formulation of the needed, if not new, creed or code:

"We believe in truth, not only in the printed word, but in every phase of business connected with the creation, publication and dissemination of advertising.

"I bring you the Baltimore challenge, for I was there and know it was something like the great light that changed Saul, the persecutor, into Paul, the disciple, on the Damascus road.

"I challenge you, according to the advertising men's declarations for business integrity, because we cannot have too much competition in virtue.

"This is what the Baltimore code requires of the Fourth Estate in their real estate activities, for the newspapers sell and rent business-building sites just as you do.

"They might call it 'toppage' instead of 'frontage' or 'next to or following reading' instead of 'in a good business or residential district.'

"Under the new code — and not a few are already following it strictly — they cannot sell space in their columns to undesirable tenants, such as liquor dealers, gamblers, prostitutes, medical quacks, wildcat mining frauds, land swindlers and the like.

"It would not be fair to the other space-holders. It would not be building a city beautiful.

"The Fourth Estate, under the principle of treating everybody alike, cannot permit a bulky advertiser to put his inky spread over all the other advertisers on the page.

"All the space-buyers must conform to an orderly system of typographical arrangement so that equity may prevail and the reader's rights be regarded.

"There must be absolute good faith in circulation statements and uniformity in rates and commissions.

"For real estate to catch the same vision of personal accountability would mean that you would not sell or rent to medical imposters, to saloonkeepers, to gamblers, to houses of ill-fame, to anyone contemplating a building plan at variance with the general good, ethically, artistically, culturally.

"The real estate dealer is responsible at least in part for the architectural eyesores and incongruities that sadly blemish every American city. He has served too long eminently respectable property holders who don't care whether their buildings are firetraps or brothels so long as the revenues come regularly.

"A code of ethics that is good for shucks will restrain the real estate dealer from becoming the steward of Mammon.

"He will sell or rent the property-seeker only what is good for the property-seeker to buy or rent.

"So long as his customer remains where he locates him, the real estate man's picture ought to stay in the album as a time-tried and true friend of the family.

"The true citizen is rooted to the soil, but he needs your help to get rooted in the right place.

"Before you accept this interpretation of the Baltimore platform, which sounds like selling all that you have and giving to the poor, let me warn you that your returns for a time may be largely incorporeal, such as future estate, remainders, reversions, and the like, because the public is not wildly and immediately responsive to ethics.

"But inevitably you will reap the fruitage of the new code of truth and integrity, especially if you join hands with the fourth estate in an alliance offensive and defensive of the establishment of confidence and co-operation in advertising and selling.

"And you will get immediate reward from the greater effectiveness of advertising.

"Every real estate exchange, like every advertising club, will be a citadel of vigilance and courage commanding the highways of commercial activity.

"Fourth estate and real estate — twin forces these in the upward struggle of our business life. A peculiar stewardship attaches to both. It makes a great difference where one's lot is cast for life and what kind of a newspaper he takes.

"We have all one mother — the earth. You are her counsellors-in-chief. We are her ambassadors of the winged word.

"May we both, counsellors and ambassadors for Mother Earth, do our part to make life better for our brothers before we all go to slumber in her bosom."

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UNWISELY LOSING HOPE IN THE COST SYSTEM

Attention has been called to an article by H. C. Pigott in the publication of the Pacific Coast Employing Printers' Congress, held in Seattle, July 14-17, that presents a kind of reasoning that is too common among printers.

He wrote, "I have not contributed one dollar to the expense of the Cost Congress, for the reason that I have regarded the situation from a printer's standpoint well-nigh hopeless."

He goes on to cite the variation in the figures on a job that cost $90.00. There were twenty-three bids, ranging from $60.00 to $125.00, and four of these bids, each lower than $90,00, were from offices that used the cost system, "yet it was more than apparent from the cost of stock used that $60.00 would not produce it."

Still he favors the cost system, and reasonably asks "how can a man figure without some knowledge of costs? How acquire this knowledge without an adequate cost finding system?" He lays the trouble to over-equipment and to the existence of too many offices, and finds the only remedy, in the local field, which he has thoroughly canvassed, "is a lessening of plants or a consolidation of plants that will create shirt-sleeve jobs for some of the employers." It is hard to see how a combination of plants that will increase the number of working printers, without creating more printing, would help.

To our way of thinking the universal adoption of the Cost System and the training of all working printers in its use and thoroughly indoctrinating them with its absolute necessity, will be the quickest and most effective way to do away with over-equipment and to cause the reduction of the number of offices and turn the overplus of printers into other remunerative employments.

It certainly seems that men will not enter or continue in a business to the loss of their time and money where an accurate cost finding system will show that there must be constant loss unless proper prices can be secured. The trouble has been that printers have gone on, from month to month and year to year, in ignorance of the fact as to when or how they are losing money and imagining that there is a profit until they have used up their plants, their original investments and themselves as well. They have worked in ignorance and with an unfounded hope which, seemingly, springs eternal in the printer's breast. Where there is a great variance as to costs and prices among printers, who have cost finding systems and use them, it must be judged that some of these systems are not complete, accurate or reliable, or else that they are not carefully and intelligently used in making estimates.

The fact is that bids on binding estimates in advance should never be used where it is possible to avoid such estimates or bids, for there must always and necessarily be a measure of guesswork as to the exact time required to carry forward and complete any job of work to the full satisfaction of a customer, however thoroughly the value of each hour's time necessarily employed may be understood. The use of accurate cost finding and accounting is to inspire absolute confidence among customers. The great majority of business men are perfectly willing to pay cost with a reasonable profit added, and if they are educated to understand that they will be honestly treated, they will be ashamed to run around for cut prices in order to cheat the printer out of what is his due.

No new system can work a reform in a day or a year and sometimes many years are required. Reliable merchants, lawyers, physicians, engineers or contractors do not find it difficult to get standard prices.

One element must ever remain to be considered and must enter into cost and price, and that is efficiency. Efficiency has its limit, but it is certain that the most efficient office, with the best arrangement, equipment and workers, will always be able to keep down costs and do work more profitably at prices impossible to inefficient offices, lacking in any of the things enumerated or in harmony and zeal among all employes and between all departments.

The cost system, however, when properly carried out, tends to efficiency, harmony and enthusiasm. Its general installment must, in the end, work the reforms that have already been begun to the great improvement of conditions everywhere.

The cost finding system brings knowledge, broad enlightenment and an awakening to requirements and improving of conditions. Ignorance has been the great curse of the art that is the boasted preserver of all arts. Now that the work has been so well begun and successfully carried forward, greater and not less efforts are required that the full fruits may be reaped. Had it not been for the installing of cost finding systems and correct accounting, the conditions referred to by Mr. Pigott would never have been fully understood, so that they could be remedied. It is no time to be disheartened, but just the time for new courage and new and greater efforts.

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CAN NOT AFFORD TO MISS AN ISSUE

Office of the Child Printery,
Lakeland, Fla., August 7, 1913.

Editor National Printer-Journalist, Chicago, Ill.

Dear Sir: Please change my address on your subscription list from Orlando, Florida, to "Lakeland, Florida."

Please send the July issue to me here, as I have missed it, and it doesn't seem as though I can afford to miss any of the good things that the National Printer-Journalist always contains.

Long life and continued usefulness to both you and the Printer-Journalist.

Yours truly,
ROYAL B. CHILD.

Schemes for Using the Home Press

Suggestions and Incidents Worthy of Careful Consideration

Every successful business man and manufacturer today is coming, more than ever before, to recognize the value of reaching consumers through home newspapers. Others have recognized this fact and it seems that many have conceived the idea of commercializing this recognition of the advertising value of home newspapers to their own profit. The press agent, seeking free advertising for his customers, has been pretty thoroughly exposed and well-informed newspaper men are not now likely to be deceived into the giving away of advertising space to the smooth press agent.

As is evidenced by letters and circulars that we have received from E. Lowry's Sons, of the Gibson Courier, of Gibson City, Ill., the present activity for securing free advertising is the more active exploitation of weekly supplements containing advertisements of manufacturers who wish to reach the field covered by the home paper. We have so frequently presented the numerous reasons why a publisher should control his own columns, and especially the advertising of his paper, that it seems scarcely necessary to repeat the same here.

By permitting the use of his paper for the circulation of advertisements, the character and price of which is fixed by someone else, the publisher gives up the use of his own paper to competition with himself in his own office and field. One of the greatest objections to advertising in supplements is the low prices at which the same is taken for each publication.

If a publisher permits the circulation of ads in his paper for which the advertiser pays only one or two cents an inch or less, to cover his entire circulation, and then pays for the privilege, besides paying the postage and all the cost of inserting and circulating, he not only contributes heavily to the carrying on of the business of the competitor, that he has introduced into his own paper, but he cheapens his own goods, his own commodity, advertising space, to such an extent as would be ruinous, besides turning over probable customers to his competitor — customers who, otherwise, would be compelled to advertise in the paper direct and to pay rates that would be just and profitable to the publishers, and, as we believe, to the advertiser as well. The American Press Association has done a good work in educating advertisers to the value of home papers and has furnished a large amount of advertising to home newspapers at the publishers' rates.

Besides this, other methods are already in operation or being arranged by the National and other editorial associations for securing and handling this class of advertising, and certainly every publisher should be in position to co-operate.

This much by way of introduction to the following letters, that are self-explanatory:

Office of the Gibson Courier, E. Lowry's Sons, Publishers,
Gibson City, Ill., August 11, 1913.

National Printer-Journalist, Chicago.

Dear Sirs: The accompanying literature was sent to two hundred representative country weeklies of Illinois. Possibly it will interest you.

Our only interest is the good of the advertising cause. We have hopes that ultimately the country weekly will be properly recognized by general advertisers, and we feel sure that this supplement scheme is of a nature that will delay such recognition and possibly prevent it altogether.

Educational work along this line is going to take time and patience, and we shall appreciate any aid you can give to the undertaking.

Yours very truly,
E. LOWRY'S SONS.
Per C. E. L.

Gibson City, Ill., August 8, 1913.

Fellow Publisher:

We are moved to say a word regarding advertising in the country press, and to pay the postage to pass that word to our neighbors who publish papers in the great corn belt of Illinois.

The manufacturer is just beginning to turn his attention to the columns of the weekly press. He is beginning to get behind his retailer in the small town, to help him sell widely advertised goods. The harvest to the weekly newspaper of character and business methods is only just beginning to open up.

It is the time of all times to hold to an adequate rate for advertising and to avoid all the indirect attempts to get free advertising or half-paid advertising on the part of outsiders. For this reason we have delivered ourselves of the little homily on free supplements, which you will find enclosed. The entrance of these free supplements will mean a direct loss to the country press, not only to the publisher who circulates them, but to all other publishers.

If manufacturers can find an opening through these supplements they are likely to remain out of the legitimate advertising columns of the paper. While we seriously question the value of free supplements, and while we believe this supplement scheme may be short-lived, yet we believe it will be a detriment so long as it is encouraged. Let us be careful how we contract away our greatest stock in trade, our advertising commodity. We invite you to co-operate with us in resisting such outside encroachments.

Respectfully yours,
E. LOWRY'S SONS.

These letters were accompanied by a handsomely printed four-page leaflet containing an incident in and a moral as follows:

FELLOW LABORERS OF THE FOURTH ESTATE, GREETING:

We were approached a few weeks ago by a man with a scheme. He wanted to break into our advertising columns and reap the little harvest we had been preparing for some years. He was a very pleasant stranger, with a glib tongue. He was our friend, he said, working for our mutual interests.

Our friend offered us a nicely printed little weekly supplement, a sort of imitation of the Saturday Evening Post, to be issued as a supplement to the Courier, and shipped to us every week ready for insertion. A boon to us and to our hungry readers, a right philanthropic enterprise on the part of our friend.

Glancing it through, we observed many interesting and beautiful advertisements of prominent manufacturers. We were carefully assured that these advertisements would never be objectionable in character. "How much do we get for circulating these nice advertisements to our readers?" was our natural but childish inquiry.

"Why, man," said our good friend, "you get the benefit of increased interest in your paper, you get the lasting gratitude of your subscribers for this goodly reading, you get that good feeling that comes to a man who has done a good thing, you get an increase of subscribers!" One tangible thing anyway, an increase of subscribers. (We have to be shown how many.)

"And what do you pay us for circulating this weekly paper for you over our subscribers' routes, at the rate of 1 cent per pound?" was our next fool query. "My good friend, you do not get us," says friend schemer; "you are the one who does the paying. Because you are a real sport we let you in on this thing at a nominal price. We will only charge you $5 per thousand for these matchless art supplements, and give you **exclusive** territory. Better just get in now, before we call on your competitor, or you lose the opportunity of a **lifetime.**"

Foolish we, we couldn't see it, and our competitor being a mighty agreeable fellow, we phoned him, and he couldn't see it; and we kept the manufacturer off of the free list in this town. But we couldn't have a telephone conversation with every editor in Central Illinois, and we later learned that our friend had befriended various and certain other brethren of the profession, and they are even now handing out his good dope free gratis for nothing, working their blooming heads off to meet the pay roll every Saturday night and keep the great moral stimulus of the country press a-stimulating.

MORAL: Fall for every good thing that comes your way, and fall hard. If a man wants to use **your** subscription list, by all means be accommodating, and let him in. He will appreciate it, and the manufacturers will get low advertising rates, and they will appreciate it. Philanthropy is appreciated the world around. And great is the philanthropy of the newspaper man.

Yours for the good of the cause,
THE GIBSON COURIER,
Gibson City, Ill.

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A PROGRESSIVE VIEWPOINT

On July 15, Ed E. Sheasgreen, formerly secretary of the Ben Franklin Club of America, and now manager of the Standard Cost Finding Service Company, gave before the combined classes in Labor Problems and Employers' Associations in the University of Chicago, a lecture illustrated by the stereopticon, on "Relations of Cost Systems to the Labor Problem." The lecture was both interesting and instructive. The speaker has a progressive viewpoint, and his lecture suggested means of solving both problems of business and of society through the installation of a proper system of cost finding. The question of the high cost of living, a shorter work day, a minimum wage, prevention of strikes and a reasonable profit to employer, were shown in their relations to an adequate system of cost finding. Many expressions of appreciation were heard from those attending the lecture.

C. E. BONNETT,
Professor, University of Chicago.

Trade Press Convention

The Program Announced for the Eighth Annual Meeting Contains Many Prominent Names and Covers a Variety of Interesting Topics

WILLIAM H. UKERS, Chairman of the Committee on Arrangements for the Eighth Annual Convention of the Federation of Trade Press Associations to be held at the Hotel Astor, September 18-20, has announced the complete program for the three days sessions as follows:

The opening session, Thursday morning, September 18, at 9:30, will be a keynote meeting having for its general subject: "Business Promotion Through Trade Press Efficiency."

After the address of welcome by President H. M. Wilson of New York Trade Press Association, the response and annual address by President H. M. Swetland and the annual report of the Secretary-Treasurer, E. C. Johnston, there will be a series of ten-minute outlook addresses by the presidents of the various local associations, viz: Frederick F. Cutler of Boston responding for the New England Trade Press Association, F. D. Porter speaking for the Chicago Trade Press Association, P. H. Litchfield of St. Louis speaking for the St. Louis-Southwestern Trade Press Association, Grant Wright speaking for the Philadelphia Trade Press Association and R. I. Clegg of Cleveland, responding for the unaffiliated papers.

After this, R. R. Shuman of the Shuman-Booth Company, of Chicago, will deliver a keynote address on the subject, "The New Force in Business," to be followed by Elton J. Buckley, member of the Philadelphia bar, and editor of The Grocery World and General Merchant, who will speak on "The Weakest Spot in Trade Press Efficiency."

Between the morning and afternoon sessions a lunch will be served at the Thirty-Ninth Street Publishers' Building, followed by an inspection of the plant and publishing offices of the Federal Printing Company.

At the Editorial Symposium

The Editorial Symposium, under the leadership of A. I. Findley of Iron Age, will be held at 2 o'clock Thursday afternoon, September 18. At this symposium will be presented papers on general editorial subjects; also on the relations of editors with other departments. Among the addresses programmed are the following: Charles Whiting Baker, editor Engineering News, New York, on "What Constitutes Greatness in a Technical Publication"; J. C. McQuiston, Publicity Department, Westinghouse Companies, on "What Should be Done to Improve the Editorial Efficiency of Trade, Class and Technical Papers?"; Edmund G. Gress, associate editor American Printer, New York, on "What Typography Means to the Editor"; J. George Frederick, contributing editor, Advertising and Selling, on "Editorial Ideals"; A. A. Gray, managing editor The Electrical Review, Chicago, on "The Relation of the Editor to the Rest of the Business"; Flint Garrison, president The Drygoodsman, St. Louis, Mo., on "The Field of the Editorial Expose"; and Ray Morris, formerly managing editor of The Railway Age-Gazette, now with White, Weld & Co., bankers, New York, on "What the Reader Wants."

Speakers at the Circulation Symposium

The Circulation Symposium, under the leadership of M. C. Robbins, will be held at 3:45 Thursday afternoon, September 18. At this symposium papers will be presented from subscription managers, canvassers and subscribers — those who read the trade press — giving their views as to its value to them, and wherein it fails to be of value to them. Among the addresses programmed are the following: R. H. McCready, Knit Goods, New York, on "Circulation Problems of the Little Trade Journals"; H. K. Fisher, circulation manager, Hill Publishing Company, New York, on "How to Organize and Direct a Subscription Campaign Through Salesmen"; H. S. Bunting, Novelty News, Chicago, on "The Law of Specific Circulation and the Law of Buying Units"; B. Meador, David Williams Co., New York, on "Getting Subscribers by Mail"; A. C. Pearson, The Dry Goods Economist, New York, on "Quality Circulation"; W. J. Ralph, The Automobile, New York, on "Subscription Problems Met and Conquered"; A Talk by a Prominent Trade Journal Subscriber, A. Zimmerman, retail hardware merchant, Baltimore; A Talk by a Prominent Trade Journal Advertiser, F. J. Low, advertising manager, H. W. Johns-Manville Co., New York, subject "Circulation from the Advertiser's Standpoint"; Frank Farrington, editor Inland Storekeeper, Chicago, on "Holding the Subscriber."

The Big Friday Sessions

Friday, September 19, will be known as "Big Friday" because it contains three big meetings and the annual banquet on Friday evening.

At the Advertising Symposium which begins the day's sessions the keynote is: "Whenever an industry is served by a thoroughly competent business paper, its advertising pages offer the most economical advertising that this industry can purchase."

At this meeting, which is under the leadership of Hugh M. Wilson, papers will be presented by educators, publishers, advertisers, advertising managers and advertising agents. The speakers programmed are as follows: Dr. H. L. Hollingworth, director of the Laboratory of Experimental Psychology, Barnard College, Columbia University, New York, on "Appeal and Response in Advertising"; Professor Paul Terry Cherington, of the Graduate School of Business Administration, Harvard University, on "Advertising as a Business Force"; George Burton Hotchkiss, M. A., assistant professor of Business English, New York University, on "The Relation of Advertising English to Good Copy"; Question, "What Can Be Done by Business Papers to Increase Their Efficiency as Advertising Mediums?" Answer by F. R. Davis, General Electric Company, Schenectady, N. Y., and Harry Tipper, advertising manager, Texas Company, New York; discussion, "The Right Relationship Between Business Papers and Advertising Agents." This will be discussed from the trade press angle by John A. Hill of Hill Publishing Company, New York; from the viewpoint of a general advertising agency by O. H. Blackman, of the Blackman-Ross Company, New York, and the Association of New York Advertising Agents; from the viewpoint of a trade press co-operative agency by C. M. Wessels of the C. M. Wessels Co., Philadelphia, advertising representative of the Grocery and Allied Trade Press of America; an address by H. E. Cleland, manager The Make-It-Pay Department, Hill Publishing Co., New York, on "The Vices and Virtues of Service Departments"; R. E. Fowler of the Printz-Bierderman Company, garment manufacturers, Cleveland, Ohio, on "What an Advertiser Expects from a Trade Paper that Reaches the Retailer"; O. C. Harn, manager advertising department National Lead Company, New York, on "Certified Circulations"; demonstration, "How to Sell Advertising Space in a Trade Paper," the Seller, H. M. Swetland, The Automobile, New York; the Buyer, John A. Hill, The Hill Publishing Co., New York.

The big business meeting will bring together in one symposium the biggest men in the trade paper publishing business in America. Here are to be told the inside stories of some of the big trade paper publishing successes. The speakers will state the fundamental principles upon which each business was builded, H. M. Swetland, president, presiding. The addresses programmed are as follows: W. H. Taylor, president of the David Williams Co., New York, will tell "The Story of Iron Age"; James H. McGraw, president of the McGraw Publishing Company, New York, will speak on "The Evolution of the McGraw Publishing Company"; Charles T. Root, president The United Publishers' Corporation, New York, will tell "The Story of the Dry Goods Economist"; E. C. Hole of Chicago will tell "The Story of the American Lumberman"; John A. Hill, president, The Hill Publishing Co., New York, will give some "Inside Facts About the Hill Engineering Weeklies"; E. A. Simmons, president, The Simmons-Boardman Publishing Co., New York, will tell "The Story of the Railway Age-Gazette and Allied Publications."

The big north ballroom at the Hotel Astor is to be given over to the mass meeting scheduled for Friday afternoon, September 19, which is expected to be the most largely attended meeting of the convention. There will be a number of inspirational addresses by representative business and professional men on subjects of live interest to editors, publishers and advertisers. The following are scheduled to speak at the Inspirational Mass Meeting: Frank Alvah Parsons, of the New York School of Fine and Applied Arts, on "The Principles of Advertising Arrangement"; William H. Ingersoll, president New York Advertising Men's League, on "Fair Competition and the Future of the Retail Merchant"; Dr. Talcott Williams, director and professor of journalism, School of Journalism, Columbia University, on "Advertising Advance and Responsibility"; Richard H. Waldo, president of the Quoin Club and advertising manager "Good Housekeeping Magazine, New York, on "The Trade Paper from a Magazine Man's Viewpoint"; Professor Walter Dill Scott, Northwestern University, Chicago, on "The Psychology of the Twentieth Century Man"; Herbert N. Casson, H. K. McCann Advertising Agency, New York, on "How to Sell a Trade Paper."

At the annual banquet in the north ball room of the Hotel Astor at 7 o'clock on Friday evening, September 19, John Clyde Oswald, of the American Printer, will act as toastmaster. Some of the after dinner speakers who have been invited and who have signified their willingness to accept are: The Hon. Albert S. Burleson, postmaster general; the Hon. William C. Redfield, Secretary of the Department of Commerce; John Kendrick Bangs; Tom Daly; Hon. Charles F. Moore, and Dr. N. M. Waters.

The Publishers' Symposium

One of the most interesting sessions of the convention will be the Publishers' Symposium, scheduled for Saturday morning, September 20, at 9:30. Here will be discussed aggressive policies, standards, and the ideals of the trade paper publishing business. The leader of this symposium will be E. R. Shaw, of Practical Engineer, Chicago. Following remarks by Mr. Shaw, there will be addresses by B. B. Herbert, National Printer Journalist, Chicago, on "The Question of Costs"; Allen W. Clark, American Paint and Oil Dealer, St. Louis, on "Standards for Business Papers"; Clowry Chapman, counsel to the Association of National Advertising Managers and to the Advertising Men's League of New York, on "What Should Be the Attitude of Trade Paper Publishers Towards Unfair Competition"; Anderson Pace, publicity manager, Butler

Bros., Chicago, on "The Trade Paper as a Constructive Force"; Emerson P. Harris of the Harris-Dibble Co., New York, on "The Larger Functions of the Specialized Journal"; E. A. Simmons, Railway Age-Gazette, New York, on "Advertising the Business Press"; J. Newton Nind, Furniture Manufacturer and Artisan, Grand Rapids, Mich, on "The Advantages of Good Printing in Trade Journalism"; C. R. Clifford, Clifford & Lawton, New York, on "A New Way to Increase Advertising."

All the regular sessions of the convention are open. Whosoever will, may come, but tickets must be secured for the Inspirational Mass Meeting. These may be obtained on application to any member of the Federation or to the Committee on Arrangements. Seats at the annual banquet are $5 each. Applications should be made to M. C. Robbins, chairman of the Banquet Committee, 239 West Thirty-ninth street, New York. For further information address William H. Ukers, chairman of the Committee on arrangements, 79 Wall street, New York.

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LITTLE SCAREY WILLIAMS.

By Edward Corman, Sec. Master Printers' Association, Buffalo, N. Y.

It is an amazing thing to see how easily the average printer can be scared out of his boots, and how often he is induced to lose money on an order by listening to some story about another printer's work or prices. That such stories are sometimes true, or partially true, does not justify one in being influenced by them to attempt the same fool stunts.

A few months ago, an ignorant, half-baked printer, with one small Gordon press, sent a thousand or so circulars to the business men of a certain city, near the country town in which he lives. These circulars solicited their printing orders and offered letter heads, on "best bond paper," envelopes, bill heads, statements, etc., all at prices no competent and sane printer would think of quoting.

Straightway, there was a bunch of scared printers in that city. Some thought the circularizer must have a big plant with a battery of fast rotary presses. They said the prices he was quoting would take all the small work in sight and would probably ruin them, unless they could also get faster presses and meet the competition.

As a matter of fact, $1000.00 worth of printing, at the prices quoted, would have ruined the price cutter and put him out of business. But there was no such good luck. He never got $1000.00 worth of work, nor any other amount worthy of mention, from that city. Furthermore, the amateurish product of this ignorant boy printer and his "best bond paper" (which he bought by mail order from a snide dealer in job lots) would not have been used for the purpose intended by a reputable business house.

A number of printers were wise enough to laugh over the circular and then forget it, as a business man in any other line would treat a similar attempt at "competition"; but others were greatly worried over the prospective loss of business.

Several business men showed the circulars to their printers and tried to use them as a club to beat down prices; but few, if any, sent orders out of town because of the wonderful bargains offered. The lone 8x12 was still silent most of the time, at last account.

This is just one of a number of similar scares I have seen among the printers in various places. Each time, a lot of men who are old enough to know better get scared stiff, and, if the prices quoted are not less than 25 per cent of what the work is worth, there are some who will meet them rather than "lose the business."

There are hundreds of very ignorant people trying to do printing. Often, they do not know what a good business house requires, even in so simple a thing as its stationery. It is such shops, often run by boys, that advertise printing at the ridiculous prices we frequently hear about. Every now and then, somebody writes to one of the trade papers about these printers and wants to know why they are not taught to sell their work at fair prices. That is impossible. It is very hard for them to sell work at any price, as nobody wants it.

What real printers need is backbone enough to ignore the prices quoted by the incompetents, both large and small. If they will do that, they can all get a living profit on their work and get nearly the same amount of work as at present. Nobody whose trade is worth worrying about wants to have his printing done by an ignorant incompetent. But thousands of good business houses will let the capable printer duplicate the other fellow's prices, as long as he is foolish enough to do so.

Almost any printer you meet can give you a lot of reasons why he is doing certain work at prices which probably eat up a part of the little he makes on other business; and why he is not charging all that he should, for any sort of work. A careful examination will show that most of these reasons are either imaginary or of such a nature that the printer need not be governed by them. The financial condition of most printers can be attributed, chiefly, to ignorance of cost — and cold feet.

Quite a number of the shops which the average printer regards as competitors are fast passing out of that class. They are gradually drifting out of business, in spite of their low prices, because they do not know how to produce work satisfactory to the modern business man. They can often get one or two orders from an intelligent customer, but cannot long hold his trade at any price.

The printer, who knows how to give satisfactory service to the progressive business man of today, makes a serious mistake when he considers these back-number shops, competitors. Every time he meets their prices, he advertises himself as in their class. I have known several instances where good printers have lost the opportunity to secure desirable business, because in their anxiety they had quoted a price which caused the customer to class them with the hasbeens. Some customers, of course, search for the incompetent printer. They do it, however, not because they like his work, but because they are not willing to pay a living price for their printing. The fewer customers one has of this class, the better he is off.

Every year, the modern business man is coming more and more to require that his printer shall be a man of brains and possessed of that broad understanding of the resources of his calling which enables him to give valuable service. It is a gradual development, but it comes surely, and will soon prove a great help in eliminating one of the most hurtful classes of competition.

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The Wisconsin Perry's Victory Centennial Commission has selected J. L. Sturtevant, editor of the Wausau (Wis.) Daily Record-Herald, as one of the five Wisconsin publishers who will be the guests of the state upon the trip to Put-in-Bay where the celebration will be held. The trip is to be made by boat, starting from Milwaukee on September 6 and returning on September 13.

Executive Committee of the National Editorial Association

Brief Biographies of Members, With Their Views as to the Future and Work of the Organization

CONSTITUTED of six members elected by the Association, together with the President, the Vice President, Secretary and Treasurer, the Executive Committee of the National Editorial Association will have very much to do with carrying out the new plans inaugurated, and with the usefulness and success of the organization under the Constitution and By-Laws.

In view of the importance and responsibilities of this committee, it will be interesting and profitable for the members to be more closely and fully acquainted with the members and their views in order to be ready to co-operate with them in their great work. It is with pleasure that we are able to present brief biographies of these gentlemen and some of their ideas as to the organization.

William B. Collins, Editor Leader-Republican, Gloversville, N. Y.— Mr. Collins was born in St. Johnsville, N. Y., and was graduated from that school which has turned out many of the most shining lights in the field of journalism — the country printing office. He acquired an excellent practical knowledge of the printing business in some of the best-conducted offices located in the Mohawk Valley, and for a number of years was a type-setter on the Albany Evening Journal. In 1888 Mr. Collins became a part owner of the Gloversville Daily Leader, then a very small and insignificant aspirant for favor at the hands of the reading public, and later on purchased the interest of his associate in the business, Fay Shaul. The progressive spirit of the new owner was quickly manifest, and the Leader, now the Leader-Republican, has ever since been marked by the evidences of advancement. Today the paper is one of the best published in the cities of Gloversville's class, and is properly regarded as an influential factor in Republican journalism. Gloversville is a city of over 20,000 population. In 1906 he was elected president of the New York State Press, and served in that position with honor to himself and to the entire satisfaction of the members of the association. Mr. Collins is now president and general manager of the Willam B. Collins Company, publishers of the Daily Leader-Republican. His career as a newspaper man furnishes a happy illustration of the value of an energetic, persevering spirit, and, personally, there are few men who enjoy a greater popularity among members of the fraternity.

William B. Collins, Editor "Daily Leader-Republican," Gloversville, N. Y.

Mr. Collins' Views as to the N. E. A.

In response to request sent by the editor of the National Printer-Journalist, Mr. Collins writes, under date of August 13, 1913:

"Concerning the work of the National Editorial Association, I am of the opinion that we are on the right track and that there will be a successful outcome of the present efforts to place the National Editorial Association where it rightfully belongs — at the head of the procession.

"I feel that the character of men in charge of the association indicates a heartfelt desire for its success, and that means a lot. Personally, I intend to arouse many of our old New York State friends to a renewed interest in the association, and I hope to succeed."

Lee J. Rountree, Editor Georgetown (Texas) Commercial — Lee J. Rountree, of Georgetown, Texas, was born in Hays County, Texas, November 15, 1868. He began work in a newspaper office in Kyle, Hays County, in 1879, and has continuously worked at the business since, with the exception of serving three terms as chief clerk of

Lee J. Rountree, Editor "Commercial," Georgetown, Texas the Texas House of Representatives. He was appointed by Governor Charles A. Culberson, in 1895, as a member of the State Board for the Deaf and Dumb Institute, and by Governor Thomas M. Campbell in 1909 as colonel on his staff. He entered service for the Spanish-American war and was elected captain of the Taylor Rifles in 1898, but did not get into service before war closed. He was chosen president of the Volunteer Firemen's Association of Texas in 1899 at Paris, Texas, and a member of the State Democratic Executive Committee in 1894, and was secretary of the Democratic state convention in 1892, 1896 and 1898. He was editor of the Kyle (Texas) Star-Vindicator at the age of 17, and has been editor of the Georgetown Commercial since 1898. He has attended many National Editorial Association conventions, the first at Chicago in 1893, and went to Panama on the memorable excursion in 1910. He is a member of the State Executive Committee of Texas and the National Council from the Texas Press Association. Mr. Rountree has traveled extensively in South America, Europe, Africa, Mexico, Canada, and in nearly every state in the Union. He is a man of wide information and broad views.

Statement by Mr. Rountree of His Views as to the N. E. A.

"I would enlarge the National Editorial Association on the lines suggested at the June meeting in Colorado Springs, Colo. I would suggest three full days of regular sessions of the association, with no social events to disturb the business meetings. After the association adjourns then an excursion could be taken and a few days passed in sight-seeing and social intercourse.

"Our association is one of the greatest in the world — true fraternity should characterize its work, accompanied by the introduction of purely business methods. In fact, there is a business side to our association that should be discussed and suggestions made for the general advancement of the profession. I expect to attend every meeting of the National Association in the future, unless prevented by circumstances over which I have no control. The meetings I have attended have been worth much to me, and the friendships will never be broken and will grow stronger as the years go by.

"LEE J. ROUNTREE."

H. C. Hotaling, President Blue Earth County Enterprise, Mapleton, Minn.— Herbert Cleveland Hotaling was born at Mankato, Minn. He attended common schools and state normal, and learned the printer's trade under the veteran journalist, Hon. John C. Wise, Sr., of Mankato, who established the first paper at the head of Lake Superior. After working in various Minnesota printing offices, he located at Mapleton in 1888, and for a quarter of a century has been publishing the Blue Earth County Enterprise. He is married and has one daughter. At the present time he is vice-president of the Minnesota Editorial Association and president of the Second Congressional District Editorial Association of Minnesota. Fraternally, he is a thirty-second degree Mason, Elk and Odd Fellow. His paper is noted for the completeness of its home news and for the loyal service to home institutions, and the wise exploitation of all worthy local events or undertakings, and has received frequent commendation in these pages.

Mr. Hotaling's Views as to the Association

"President Oswald says that there are nearly 25,000 publications whose editors and publishers are eligible to membership in the National Editorial Association. Our conventions are attended by from two to three hundred. This is not representative except that those who do attend are generally the 'live ones' in the newspaper profession, those who have seen the light and are making enough out of their business so that they can afford to take an annual trip away from home, which not only broadens their life and intellect, but proves a physical as well as an intellectual benefit.

There is quite a general complaint that the district, state and national editorial associations do not accomplish anything practical — that their conventions are simply outings for the pleasure of the participants. The complaint may be a just one, but how can the National Association accomplish very much with a membership of barely one per cent of the whole number of publishers in the country. If we cannot have a larger active membership, some plan should be evolved whereby we might have an associate membership contributing, say, one dollar each to the organization, and what publisher cannot afford to contribute one hundred cents annually to the advancement and upbuilding of his own business? If we could have this increased membership it would provide a fund for the accomplishment of something practical in the way of the development of local and foreign advertising. You may be surprised at my including local advertising to be developed by a national organization. With funds to work with, a central office could be established for the solicitation of advertising, said office to co-operate with various advertising agencies, more especially the American Press advertising department, which has accomplished a great deal in bringing the country editor to a realization that his advertising space has a value and that he can secure a remunerative rate if he will only adopt business methods and stand fast for the same.

H. C. Hotaling, "Enterprise," Mapleton, Minn.

"Notwithstanding all the effort which has been made, and the money which has been expended by the country publisher to increase foreign advertising, I believe that the local field still offers the better harvest. It can be developed by the National Editorial Association if given funds with which to work, and that in turn means the co-operation of many more publishers than are at the present time members of the association. With funds at its command able men could be sent out to address the state and national conventions of the hardware dealers, the dry goods merchants, the druggists, etc., and impress upon them that the local paper, the publication which reaches the homes of their patrons, is the true advertising medium, and that if they will use its columns with the same care that they use in other departments of their business, there will be no need to worry over the encroachments of the mail order houses. This work could also be supplemented by a paid secretary, who would cooperate with the country publisher in bringing about a better understanding relative to advertising between the retailer, the wholesaler and manufacturer. By co-operation between these various factors much additional advertising would find its way to the columns of the country press.

"It is the intention and the desire of the executive committee to make the program for the 1914 convention "the best ever." Whether they will succeed or not depends largely on circumstances. They hope to have a number of the ablest men in the editorial profession on the program, men who have gained distinction through their work. They not only hope to have them on the program but expect to have them present. Those who have had to do with the making up of programs for gatherings of a national character realize that there are many obstacles to prevent the fulfillment of plans, for, as the poet Burns says, 'The best laid plans of mice and men aft gang aglee.' The program will also be made a practical one, calculated to help and benefit those who attend the convention. And right here is another point, the entertainment features will be so divorced from the intellectual part that they will not interfere. It is not right or proper that those who have prepared addresses should find only empty seats to speak to, the delegates, or a large share of them, being away on some side trip.

"The most successful conventions are those held in the smaller cities. The less attractions on the outside the better the attendance and the attention on the inside. When the work is over, then hurrah, boys and girls, for a good time; but let us do our work first, then go a visiting."

Frank O. Edgecombe, Editor Signal, Geneva, Neb.— Mr. Edgecombe was born at Leipsic. Ohio, February 13, 1864. Removed with parents one year later to Richardson County, Neb. Graduated from college in 1884.

Beginning in 1886, he spent four years as bookkeeper and cashier of the First National Bank of Rulo, Neb.

In 1889 he acquired a half interest in the Falls City, Neb., Journal, retired from the bank one year later and took personal charge of the newspaper, acquiring at the same time the remaining interest.

In February, 1894, he sold the Falls City, Neb., Journal to an insistent man from Kansas, and expected to engage in other business, but twenty days later bought two newspapers at Geneva, county seat of Fillmore County, Neb., and went to work again. Altogether he has consolidated nine newspapers from various parts of this county, partly as a means of increasing circulation quickly. His office is equipped with every modern convenience for newspaper and job printing — machinery equipped with individual electric motors.

He lost the sight of both eyes August 1, 1892, through the careless discharge of a shotgun by a prairie chicken hunter, and this loss of sight is permanent. He is married and has three children.

As to the Work of the Association

Mr. Edgecombe writes under date of August 9:

"I have been a member of the Nebraska Press Association for twenty-three years. Have long believed publishers and job printers should be better organized. Two years ago I proposed a closer organization to the members of the Nebraska Press Association, then in session at Omaha. Met with some favor. I repeated the proposal one year later at the annual meeting held at Lincoln. Met with more favor. Renewed the proposal at the annual meeting held this year at Omaha, and steps were taken to form such an organization. The name chosen is 'Associated Nebraska Newspapers.' An executive committee of five was named with myself as chairman, to superintend the business of the organization without salary. The plan was for the employment of a salaried secretary, who would eventually devote all of his time to the interests of the papers and job printers entering the organization. C. C. Johns of Grand Island, Neb., has been elected as such secretary by the executive committee, and is now devoting a portion of his time to this work. The organization is open to all Nebraska publishers and job printers on payment of a small fee in the form of annual dues.

Frank O. Edgecombe, Editor "Signal," Geneva, Neb.

"It has seemed to me that the states must organize more thoroughly before stronger national organization is possible. I think I have nothing new to suggest about the executive committee. Yours truly,

"FRANK O. EDGECOMBE."

Frank R. Roderus, Consulting Editor of American Sugar Industry — Mr. Frank Roderus, of Chicago, is especially proud of the establishing and the successful building up and carrying on of one of the leading industrial papers of the country until he has reached a point where he could retire from the business and editorial grind and remain on in the honorary but none the less useful position of consulting editor, to aid with his acquired knowledge and experience those who have taken up the burdens and activities of editing, publishing and conducting the paper. How highly he is esteemed and how great his attainments, is told by the following, appearing in the Modern Sugar Planter of New Orleans, La., last September:

"The name of Frank Roderus will ever be linked most conspicuously with the advancement of the American beet sugar industry, for when he took hold of the reins of the Beet Sugar Gazette some years back (which was subsequently changed in name to the American Sugar Industry) the beet industry of this country was almost in its infancy as compared to the proportions it has now assumed. And through a persistent faith in the industry and in the future of the publication of which he was the head. to his credit is ascribed in no small measure the advancement of the beet sugar interests in America.

"In placing his journal to the front of the sugar publications of the world, which of late was widened in scope so as to embrace cane sugar as well as beet. Mr. Roderus came to be regarded as one of America's eminently successful trade paper editors, and his retirement in the prime of life is a distinct loss to sugar trade literature. In the achievement of the success that attended his efforts a large measure of credit is to be given for his wise selection of a most worthy partner in the persan of Mr. C. N. Manfred as business manager, and through having surrounded himself with a corps of most capable assistant editors, one of whom, Mr. E. A. Jones, succeeds to the editorial chair of the American Sugar Industry, while Mr. Manfred becomes the general manager, with headquarters in New York.

Frank Roderus, Consulting Editor "American Sugar Industry," Chicago

It is a pleasure to the Modern Sugar Planter to note that notwithstanding this retirement of Mr. Roderus, he is to continue to keep in touch with the American sugar industry by acting as consulting editor. With such wise counsel at their command, the present corps comprising the publishing staff will undoubtedly carry the destinies of the paper forward along the honored and useful career marked out for it by the retiring editor."

John Clyde Oswald, President of the National Editorial Association, publisher of the American Printer, New York City.— President Oswald is a member of the Executive Committee of the National Editorial Association by virtue of his office.

He has been an editor and publisher practically ever since his high school days, when he owned a weekly newspaper in a small Ohio town. For a short time he was a job printer in Chicago, and then an advertising representative in New York. In 1897 he became editor of the American Bookmaker, and as owner of the publication in 1900 he renamed it the American Printer.

Those were the days when the influence of Morris and others was changing the style of typography in America, and Mr. Oswald's publication presented each feature as it was introduced. Always advocating the best in printing, he has been largely responsible for the improvement in American typography. From the very first his publication has urged better methods of doing business in printing and publishing offices, and many of the arguments in favor of cost finding systems now so effectively used appeared in his publication a decade ago.

John Clyde Oswald, American Printer, New York.
President-elect National Editorial Association

Mr. Oswald brings to the presidency of the National Editorial Association a wide experience and an equally wide acquaintance. He has traveled much and knows many men. His experience and acquaintance includes the fields of publishing, printing, advertising and engraving. He has addressed conventions in almost every state of the Union, and has served in many important offices. In addition to being president of the National Editorial Association, he is president of the Printing Trade Press

Association and an ex-president of the American Trade Press Association. He is a member of the Aldine Club, the New York Press Club, the New York Press Association, the United Typothetae of America, the Advertising Men's League, the Booksellers' Association and other organizations.

His activities have not been confined to business matters, as he has delivered many lectures for the Y. M. C. A. and the Big Brothers. He is a student of art and literature. He has a faculty of cultivating friendship, and hundreds of persons are glad to claim him as a friend. It is President Oswald's intention to devote much of his energy to building up the National Editorial Association.

President Oswald's Views as to the Importance and Work of the National Editorial Association.

In response to the request sent by the editor of the National Printer-Journalist, President Oswald has favored this paper with the following most gratifying and encouraging views and forecasts as to the National Editorial Association and the plans for greater efficiency and broader usefulness in the future, to start at the convention of 1914, with a perfected plan of co-operation, a strong program, during which the men of greatest experience, ability and enthusiasm will present papers and join in discussions; and greater publicity, with entertainments up to the highest standard of previous years:

"I am a member of many organizations, but there is none among them in which I prize my membership more than that of the Naitonal Editorial Association. I have been a member and an attendant at the annual conventions for many years, and they have been of value to me in many ways. They have enabled me to come into close association with men who have made successes in the publishing business from whom I have learned much that I have turned to good account in my own business. I have made many friendships that I could have made in no other way, and which have afforded me great pleasure and satisfaction. The side trips that have followed the conventions regularly have given me a knowledge of the continent and of the men and women who are doing things worth while in the various localities visited that has been of great benefit to me. The association is unique in the number and variety of ways in which membership in it profits those who belong to it.

"Notwithstanding these facts, however, I am obliged to confess that I know of no industry or profession of the importance of the newspaper publishing business of this country that is so inadequately represented by a national organization. There are in the neighborhood of twenty-five thousand periodicals which are eligible to membership, and the association numbers within its ranks less than one per cent of them. It is a condition, however, which I believe can be remedied without a great deal of difficulty, and I hope within the coming year to give the remedial work at least a good start.

"In the first place, our plan of organization is not perfect. This fact has had recognition and an effort was made at the Colorado Springs convention to change the constitution so as to provide a better one. Conflicting duties on the part of those who had the work in charge, combined with entertainment too enticing to be neglected and that consequently diverted attention from more prosaic affairs, prevented the carrying out of the plans. Through the coming year a new draft will be prepared and offered at the next annual meeting in sufficient time to insure attention on the part of the delegates.

"I hope at next year's convention to have a strong program of able addresses by men of experience and ability, combined with entertainment that will be up to the standard of previous years. One thing our conventions have previously lacked, it seems to me, is publicity, principally because but little effort has been made to obtain it, and this defect I shall hope to correct. The convention and its business and entertainment program will be so well advertised that those who ought to be interested in it will know all about it in ample time to make their plans to attend.

"I hope to see the day arrive when we shall have a paid secretary and manager who shall devote all his time and attention to the interests of the association. Other organizations of less importance are so represented, and I know of no reason why the same condition should not prevail in ours. There are many ways in which a secretary could serve our members so as to be of great financial benefit to them, and a membership that numerically need be only fairly representative of the profession as a whole is all that is necessary to provide for such a step. Persistent effort will be made during the coming year to increase our membership.

"It is becoming more and more evident that great national advertisers will largely use the columns of smaller newspapers as soon as a way is found to enable them to do so expeditiously and economically. An able committee has in hand the consideration of the matter and a comprehensive report will be made at the next convention. I regard it almost as a certainty that some feasible plan will eventually be worked out and put into effect that will provide for the accomplishment of this desirable end.

"Co-operation with the Associated Advertising Clubs of America looking to the formation of local clubs in the smaller centers has already been had to a limited degree, and will be further extended. Whatever tends to impress upon local communities the importance and efficiency of newspapers as advertising mediums is sure to be of benefit to the press as a whole, and the success already achieved demonstrates the feasibility of accomplishing much in that direction. I am already in correspondence with the officers of the advertisers' association, and whatever can be done in that direction will receive careful attention.

"Many publishers who conduct job printing plants in connection with their newspapers are just waking up to the fact that printing instead of being a by-product, to be sold for whatever may be got for it, is a live commodity on which a profit can be made when it is determined what the price must be to provide a real and not a fancied profit. Many newspaper plants have installed cost systems, and the number is constantly increasing. No subject seemed to awaken more interest than did the cost system at the Colorado convention. The employing printers' organizations have done much to promote the cost finding doctrine, and they will be co-operated with by the National Editorial Association to the fullest extent possible.

"The annual conventions since the one in Detroit of two years ago have successively shown improvement. We are on the up-grade. I have a firm belief that next year's convention will show a further advance in attendance and an increase in the membership, and that the work of upbuilding will go on until the National Editorial Association will in all respects be representative of the great publishing industry of this country.

"JOHN CLYDE OSWALD."

The Newspaper Problem and the Woman

THE Woman and the Newspaper" was the subject of an address by Dean Walter Williams of the School of Journalism of the University of Missouri, before the Missouri Federation of Women's Clubs. Mr. Williams said, in part:

"The newspaper — born, as a real newspaper, when the war between the states began — so new that it has hardly yet found its place in the social scheme of things — the newspaper is an important fact in the world we know today. Its importance will not lessen in tomorrow's world.

"In circulation the newspaper is everywhere. The very skies rain products of the press. As the chief source of publicity its influence for good or ill is incalculable. It has become a social institution as the church and the school are social institutions. As such it must be considered.

"The world's first daily — of abbreviated size, its editor wrote, to save the readers half the impertinences of larger sheets — was published by a woman. Shortly afterward woman was forgotten as editor, publisher and reader. Within the last third of a century woman as newspaper reader has been discovered. And with discovery of woman as reader, the press has been transformed. "Ladies first" applies also in the newspaper — nor does this statement have reference merely to the pictures on the first pages.

"That women have been discovered as readers means doubling the circulation and quadrupling the advertising of the newspaper. Women are the buyers. To them the clever advertiser seeks to appeal. Woman is not made for the newspaper, but the newspaper is made for woman.

"The discovery of woman as a reader by publisher and advertiser is changing the content of the press. A half century ago newspapers were all head, politics and president's messages and that sort of thing. Now there's heart in the newspaper. Women readers and women writers are responsible therefor.

"Men read the newspapers because they have to; women read the newspapers — as they do most other things — because they wish to.

"The newspaper, some excellent folk profess to think, is the public's problem. In fact, the public is the newspaper's problem. How can we best please the public while at the same time preserving independence, consistency and self-respect — such is the newspaper's daily task. It is a difficult task. To please all men continuously is even more difficult thna to please one man consecutively.

"Doesn't your favorite newspaper please you? The remedy is in your hands. Write the newspaper a letter. If the letter has no result, the recall of the bad newspaper is a most effective remedy ever at hand. Try it. The newspaper which has no women readers has no men advertisers. The newspaper which has no men advertisers will not long survive.

"You object to a dive beside the drygoods store. Your objection drives the dive to the back alley or from the town. Then why not object to the advertisement of the dive — and more — beside the advertisement of the drygoods store. Your objection will drive it from the newspaper columns. Public opinion should prevent the publication of unclean, false and misleading advertising in the newspaper, and you may aid largely in the creation of this public opinion. No newspaper should print for pay in its advertising columns what it would not print without pay in its news columns. And no newspaper should print in any column what one gentleman might not with propriety say to another gentleman with ladies present.

"Never has the newspaper press been so free, so brave, so clean, so enterprising, and, to all good causes, so helpful as today. Let's make it freer, braver, cleaner, more helpful. You are silent partners in the publication of every newspaper. Don't be too silent. Speak your mind. When you speak, however, let it be with due regard for the conditions under which the newspaper must be written and published.

"Club news is valuable only when it is news. To get news into a newspaper it must have news value. If President Wilson lives happily with his wife, there's no news in that. For do not even the publicans the same? But if the President beats his wife, or, better still, if his wife beats him, there's news.

"The different, the unusual, makes for more interesting news. Returning home from that latest dinner, what do you talk about most? Not the beef and the biscuits — oh, no, but that new salad. And a salad is not a food — it is a diversion.

"The newspaper is for entertainment as well as for information. Moreover, there are others than clubwomen who read the newspapers. They must receive entertainment and information. The newspaper must needs consider many tastes.

"You do not like all the newspaper. Nor do I. For illustration, I do not commend or even defend the comic supplement. But — there's the Bulgarian blouse. The Katzenjammers do not appeal to me — yet I recall that a quarter of a million sane Americans paid the other day in Chicago perfectly good money to see the monstrosities of the Cubists and the Futurists.

"A newspaper seeks to please. Don't you? It must please to live. It cannot, it does not give the public merely what the public wants. But it cannot, without deliberate suicide, get too far away from the desires and demands of the public. And you constitute a much larger proportion of the public than you, I doubt not, realize.

"A town has just the newspapers its women and men wish it to have — and usually a little better.

"I beg of you, therefore, while recognizing the power and the potentialities of the press, to recognize also its problems. And you are one of its problems.

"With this frank recognition of problems and potentialities you will seek, I am sure, to strengthen the hands of all who strive for clean, courageous, conscientious journalism, for the journalism which seeks first the service of the public and rightly expects all other necessary and material things to be added unto it.

"With your support, counsel, kindly criticism, and encouragement, the sooner in this fair land will we come everywhere into the kingdom of good journalism, while without, through your aid, will be banished all that is filthy and unclean and every newspaper that knoweth and maketh a lie."

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It is a waste of money to pay for advertising that no one will believe.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass.

NOW that a class of '13 has just received a new degree in an age of many degrees — Bachelor of Journalism from the University of Missouri, the booklet "Training for Journalism," issued by the Ohio State University, is especially interesting. This institution gives a four-year course in Journalism leading to the old degree of Bachelor of Arts. I remember that a good many years ago, when I was asked by the editors of a certain college paper what collegiate studies a student should take with the intention of becoming a journalist, I lightly mentioned all the studies necessary for the acquirement of a B. A. degree, all the "optionals," and all the "special studies," in addition to all the music and drawing a student could obtain at the adjoining ladies' college, and a course in physical culture that would enable him to work twenty-six hours out of every twenty-four without injury to his health. Back of this persiflage may be discerned the fact that there is no knowledge of any kind for which some application is not likely to be found in the broad field of journalism. Still, such subjects as are specified in the curriculum of the Ohio State University course are of supreme importance.

But why not Advertising? Surely that is a very important factor in Journalism today, and Joseph Pulitzer did not seem to me to give a very good reason for ignoring this science in his plans for the use of his large bequest toward journalistic study in a great university.

Dean Walter Williams, the brilliant head of the University of Missouri School of Journalism, recognizes the importance of advertising in its connection with the modern newspaper, and already graduates of his first graduate class are receiving offers from papers which recognize that a man or a woman well trained in journalism has a very good preliminary training for advertising work. Dean Williams has written me a very flattering letter, asking for some "constructive criticism" in this department of the newspaper issued by his students, but the copies he sent must have miscarried. I should also like to see copies of The Ohio State Lantern, edited by the students of the course outlined in the booklet. Judging from the reproduction in tint on its cover, its first page compares very favorably with those reproduced in Brother Copper's department, and unlike the first pages of the New York Herald and the London Times, it contains no advertising. All the students in journalism are expected to do what is quaintly termed "laboratory work" on this paper. The Lantern has several staffs of reporters, each supervised by its own editor, an advanced student in journalism, recognized for his executive and literary ability. The instructor in journalism acts as adviser and at intervals criticises the make-up and contents of the papers published. Frequent consultations also are held with members of all the courses and regular staff meetings are appointed.

That the course is of great value even to students who do not enter journalism is considered in the booklet under the head, "Education for Efficiency," which shows that "many former students of the University's journalistic courses "have gone into Law" as well as Journalism. Well, with all their dreary detail, some lawyers miss the point in their documents, and doubtless have felt the need of what the booklet terms "a certain directness and accuracy that make for efficiency." But much as the law may need the study of a journalistic directness, still more do journalists need such constitutional knowledge as this course gives. The best political writers I know are men who have abandoned law for journalism. Besides the great advantage their knowledge of law gives them in writing of laws and their making, they have a reserve power as regards their manner of writing. They write as a good lawyer talks — anticipating any possible answer. I know young journalists who have graduated from schools of law with no other purpose than to become journalists — and they should make good journalists, particularly because their minds have been steadily bound to this purpose.

Some old-time newspaper men have their doubts as to the efficacy of schools of journalism, and cannot get over the practical belief in them of one they all admit to be one of the world's great journalists, Joseph Pulitzer. His ideas on the subject are doubtless contained in the following extract from the New York World, to which a page of this booklet is given:

> Of course, no school can make a great editor, a great war correspondent or a "star" reporter any more than it can make a Millet, a Lorenzo or a Henry Ward Beecher. But it can teach the right methods which the genius and the clod alike must observe; it can give protection against ignorant blunders, and it can show how to make use of the sources of accurate information. It is the function of a technical school to enable its graduates to handle the tools of their profession with correctness and facility—for force and originality, they must depend upon themselves.

* * *

If you wish people to have confidence in you, show that you have confidence in them.

* * *

Dot Vas All Right

The large folder, "Some Valuable Information," issued by the Review of Reviews, claims that the magazine goes into over 200,000 homes, and in order to give an idea what that means, takes a space 13x32 inches and covers it with dots. In large red outline letters over these dots are the words: "As Many Homes As There Are Dots Here!" And, further to impress the matter on the mind, these words are also printed over the specks in a red ink that does not completely obscure them. I didn't count the dots, but have no doubt there are "over 200,000."

* * *

Here is a "Baer Fact": "After it is bought is when poor printing just begins to cost real money."

* * *

"Consistency Is the Last Resort of the Commonplace"

Here is how the Kenmare, N. D., News advertises a "steamed contemporary":

> Ben Whitehead, The Williston Daily State, is a great advertiser. His paper is well sprinkled with little reminders that he has a printing office and wants printing to do. He advertises so much that one ad conflicts with another. One says: "We are giving special attention to orders for job printing from out of the city, whether it be for a business card or a full sheet poster." Another ad tells the people to get their printing done at home. Ben is no doubt after dollars.

* * *

The time to stop advertising is when you want to stop doing business.

* * *

"The Thunderer" as a Modern Advertiser

It was a distinct shock to English tradition when the London Times reduced its price to tuppence, but then Lord Northcliffe, who now controls the destinies of the world's most famous newspaper, learned more journalism in America than he tried to teach here. And as to brag! No American newspaper ever blew its own horn so lustily as the noble lord does in this first-page advertisement, which should stir the bones of some of the Walters family.

> **To New Readers of the Times**
>
> Owing to the very large demand that has been made for the Times since the price became TWOPENCE FOR EVERY PURCHASER, a great many readers are now seeing it for the first time. [Shades of St. George and the Dragon! Why, some of us who are not students of circulation were wont to think that every Englishman had the Times on his breakfast table. Anyhow, spare, oh, spare our fond belief that every Englishman writes for it as religiously as he prays!] It is to those readers that the following notes are addressed with the object of showing that the Times, in spite of the immense variety of subjects in which it deals, is better arranged and MORE EASILY READ THAN ANY OTHER NEWSPAPER IN THE WORLD.
>
> In the middle pages of the paper, where it opens naturally, will be found on the right hand a complete index and summary of all the news, together with the leading articles; on the left hand the full record of some of the more important events of the day.
>
> THE ARRANGEMENT IS ALWAYS THE SAME, and it is because of it that the Times can claim, not only to deal exhaustively with a greater number of subjects, but to present them in the form most accessible to the busy reader.

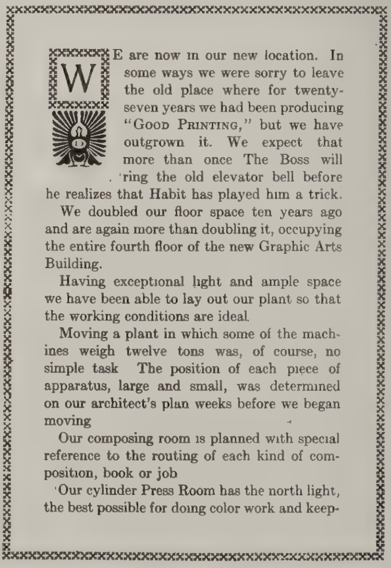
Here is hoping that Lord Northcliffe will become England's first Advertiser Laureate, and will obtain more readers through his transatlantic brand of publicity.

In Printers' Ink for June 26 a correspondent in Boston, Mass., objects to a list made up tentatively in another issue of that paper of the "twelve most famous commercial enterprises." He nominates the London Times, "on which," he says, "the most important enterprises have, indeed, depended for much of their fame today, and which represents perhaps the highest type of all human endeavor." This should make Lord Northcliffe feel good, and perhaps will cause the Walterses to continue to rest in peace.

* * *

Wish the Cover Page Were Reproducible

A job I can call "chaste" without sullying that expression comes from The Davis Press, Inc., Worcester, Mass. The white cover of the four-page-and-cover production announcing their removal to fine new quarters, has the words "The Imprint" in a handsome brown in 20-point Caslon caps and lower-case at the top, and the word "Progress" in 10-point caps of the same letter at the bottom. With an appropriate border, and the



WE are now in our new location. In some ways we were sorry to leave the old place where for twenty-seven years we had been producing "GOOD PRINTING," but we have outgrown it. We expect that more than once The Boss will ring the old elevator bell before he realizes that Habit has played him a trick.

We doubled our floor space ten years ago and are again more than doubling it, occupying the entire fourth floor of the new Graphic Arts Building.

Having exceptional light and ample space we have been able to lay out our plant so that the working conditions are ideal.

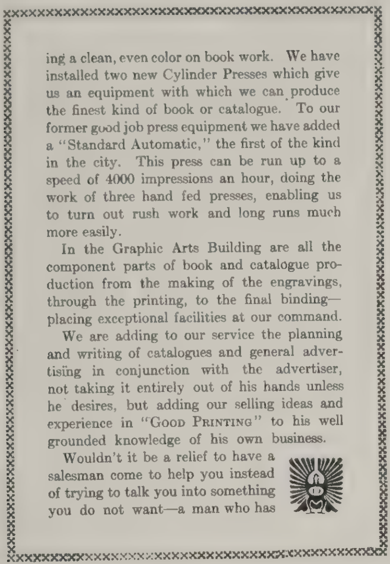
Moving a plant in which some of the machines weigh twelve tons was, of course, no simple task The position of each piece of apparatus, large and small, was determined on our architect's plan weeks before we began moving

Our composing room is planned with special reference to the routing of each kind of composition, book or job

Our cylinder Press Room has the north light, the best possible for doing color work and keep-

No. 2a

work-mark of the concern nearly two inches in length embossed and not colored at the top, the job has an effect that "chaste" really well describes. On the first body page the eight-story building is shown in brown with a surrounding green tint, and the work-mark set in the border at the top. The three other pages are shown as especially as examples of other uses of the work-mark (2 a, b and c). The border, the initial piece, and the ornaments are in a delicate green, and the text in a rich brown. The line "Good Printing" in a type not too inharmonious with the Caslon, is used on other work of The Davis Press as a sort of additional trade-mark.

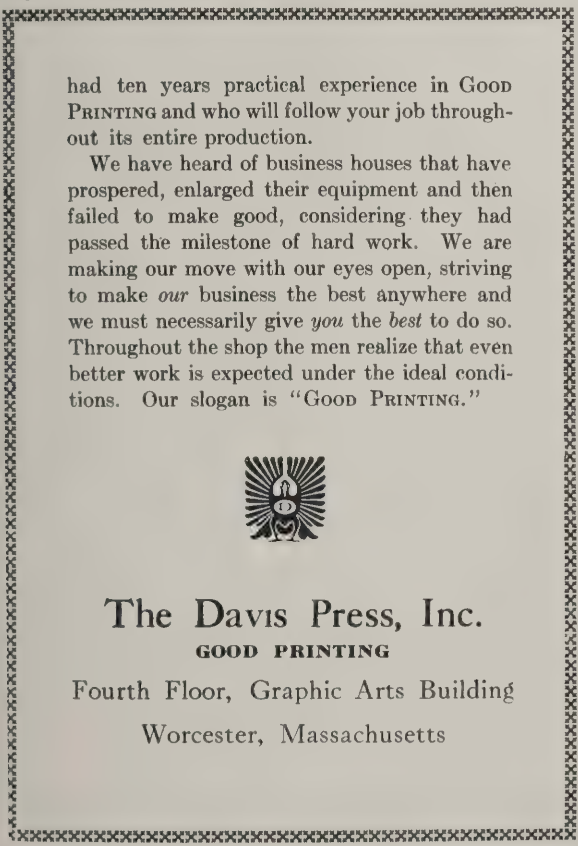

ing a clean, even color on book work. We have installed two new Cylinder Presses which give us an equipment with which we can produce the finest kind of book or catalogue. To our former good job press equipment we have added a "Standard Automatic," the first of the kind in the city. This press can be run up to a speed of 4000 impressions an hour, doing the work of three hand fed presses, enabling us to turn out rush work and long runs much more easily.

In the Graphic Arts Building are all the component parts of book and catalogue production from the making of the engravings, through the printing, to the final binding—placing exceptional facilities at our command.

We are adding to our service the planning and writing of catalogues and general advertising in conjunction with the advertiser, not taking it entirely out of his hands unless he desires, but adding our selling ideas and experience in "Good Printing" to his well grounded knowledge of his own business.

Wouldn't it be a relief to have a salesman come to help you instead of trying to talk you into something you do not want—a man who has

No. 2b.


had ten years practical experience in Good Printing and who will follow your job throughout its entire production.

We have heard of business houses that have prospered, enlarged their equipment and then failed to make good, considering they had passed the milestone of hard work. We are making our move with our eyes open, striving to make *our* business the best anywhere and we must necessarily give *you* the *best* to do so. Throughout the shop the men realize that even better work is expected under the ideal conditions. Our slogan is "Good Printing."

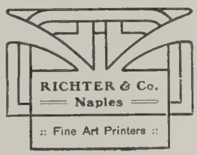
The Davis Press, Inc.
GOOD PRINTING
Fourth Floor, Graphic Arts Building
Worcester, Massachusetts

No. 2c

✣ ✣ ✣

Egyptian Imprint of Italian Firm in American Booklet

This (3) is the imprint of a firm in Naples, Italy, that printed a handsome book on Egypt for a steamship company, with decorations that were in keeping with the subject. The design would be better were the rules and the colons omitted, but the idea is good, and the advertiser probably did not object to such a large imprint so prominently displayed in the lower left-hand corner of an otherwise blank page. Do Richter & Co. use appropriate designs on booklets describing other countries as well?



No. 3

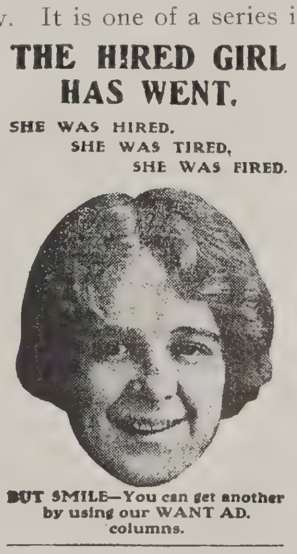
✣ ✣ ✣

The employee who desires promotion will find that promoting the business in which he is employed is the best way to achieve his desire.

✣ ✣ ✣

"But Smile" — Who Could Help It?

Just what paper sent me this specimen (4) I do not now know. It is one of a series in which half-tones of faces are used, a la Dr. Woodbury, with taking wording, at the top of the first column of the editorial page.


THE HIRED GIRL HAS WENT.

SHE WAS HIRED.
SHE WAS TIRED,
SHE WAS FIRED.

BUT SMILE—You can get another by using our WANT AD. columns.

No. 4

✣ ✣ ✣

Hints as to Wording

A Chicago ad-writer who does not wish his name published, sends some ads for criticism that are very good as to their general style and layout. As to the head "Men's Shirts Laundered Satisfactory," undoubtedly you used the adverb; but "Men's Shirts Laundered Satisfactorily" is not especially euphonious. "Your Shirts Laundered to Your Full Satisfaction" would be a little better, perhaps, and it makes a personal appeal.

This sentence might please the advertisers, of course: "The well-known character and ability of our board of directors is a sufficient guarantee for the safety of your money." But is it a good advertising sentence? It would certainly not convince me that the bank was sound; in fact, it would seem to be a case of "Methinks the lady doth protest too much." Better say nothing about it, if you could not give a guarantee that would be more convincing to an entire stranger. In another ad you give a much more convincing reason.

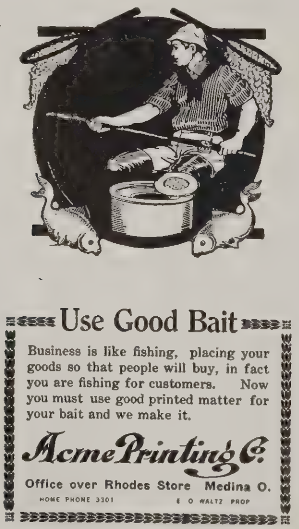
* * *

Every merchant or manufacturer should remember that the people who buy the goods have acquired the habit of looking in the papers for information concerning them.

* * *

But Don't Seek for Suckers

The "bait" idea in advertising-advertising has often been used, but is still effective, particularly in a brief reminder at the time when the rod gods call. This postcard of the Acme Printing Co., Medina, Ohio, is in several colors. I should have thought that a rule border would be more in keeping with the picture than the somewhat disjointed ornamental border. A postcard of this style and the ordinary style is not often employed in printers' advertising, and so is particularly effective.



Use Good Bait

Business is like fishing, placing your goods so that people will buy, in fact you are fishing for customers. Now you must use good printed matter for your bait and we make it.

Acme Printing Co.

Office over Rhodes Store Medina O.

HOME PHONE 3301 E O WALTZ PROP

No. 5

* * *

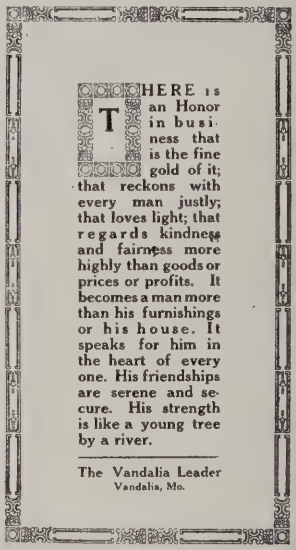
The way to keep well is not to be sick. This applies to business as well as individuals.

* * *

Business Literature That Is Good for the Soul

The border of this job (6) is on a light brown slip of stock to which the white paper that bears its message is pasted at the top. Border, initial, rule and signature are red.

Newspapers or other advertisers that disseminate such sentiments, especially in so attractive a form, are increasing the force that is helping to make business more spiritual, and hence more lasting a power in human progress than it ever was before. Business has its work as well as religion in bringing the millenial dawn. Advertising that is not wholly selfish is an important factor in such work, and is sure to be successful, for its results are both present and eternal, as is the case with any effort in which thought for others as well as oneself enters. Business men in this age are seeking to render service to an extent that is revolutionizing business, and is giving them not only what is generally termed Success, but also the real thing. My experience as an editor of business periodicals has been exactly that of Thomas Drier, the true philosopher who edits Character, that best of all house-organs, issued by the Griffiths-Stillings Press of Boston, as here told with reference to another writer whose Adventures in Contentment have led others into that Land of Aise:



THERE is an Honor in business that is the fine gold of it; that reckons with every man justly; that loves light; that regards kindness and fairness more highly than goods or prices or profits. It becomes a man more than his furnishings or his house. It speaks for him in the heart of every one. His friendships are serene and secure. His strength is like a young tree by a river.

The Vandalia Leader
Vandalia, Mo.

No. 6

> In my work as an assembler and distributor of ideas that help folks grow I have discovered that my most successful paragraphs are not those filled with income-increasing ideas, but those that contain inspiration and at least a wee bit of idealism. It is, therefore, easy for me to agree with the kindly David Grayson when he writes in the American Magazine: "I have always believed that men in their innermost souls desire the highest, bravest, finest things they can hear or see or feel in all the world. Tell a man how he can increase his income, and he will be grateful to you and soon forget you; but show him the highest, most mysterious things in his own soul and give him the word which will convince him that the finest things are really attainable, and he will love and follow you always."

Mr. Drier was one of the twenty or more advertising men who delivered sermons in Baltimore pulpits during the recent convention in that city of the Associated Advertising Clubs of America. I am told that the current issue of the Outlook (this is written in the first week of July) contains Mr. Drier's sermon. I am going to get that number in the morning, and having been helped in the revision of my own Character by the inspired and inspiring paper of that name, I know that with me as with others, it will long be a "current issue."

✣ ✣ ✣

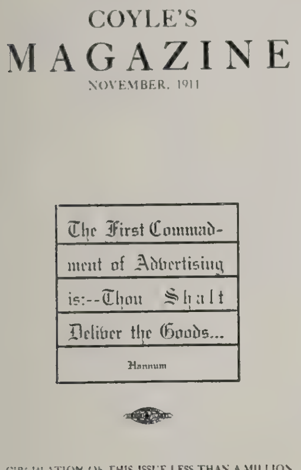
A big reduction in price sometimes creates the impression that the original price was too high.

✣ ✣ ✣

Sparks from the Induction Coyle

I have just received a package of specimens from M. Delvaux Coyle of Frankfort, Ky.

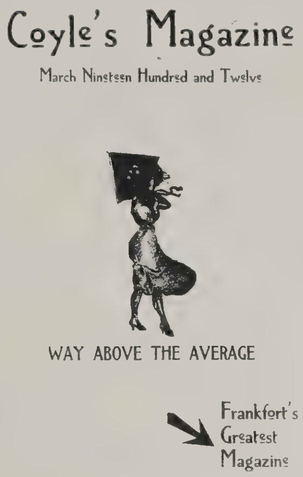
The new package contained three numbers of Coyle's Magazine, one of the best printing-house organs I have ever seen. Two of the covers are shown (8a and b). The color scheme on a is antique red and black, and on b green, black and orange. The issue that is printed on Roycroft De Luxe tinted, with two covers, has light green borders to the pages.


COYLE'S
MAGAZINE
NOVEMBER, 1911

The First Commad-
ment of Advertising
is:--Thou Shalt
Deliver the Goods...
Hannum

CIRCULATION OF THIS ISSUE LESS THAN A MILLION

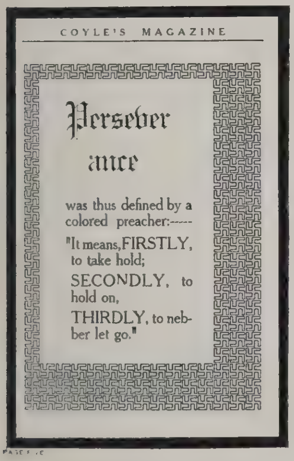
No. 8a


Coyle's Magazine
March Nineteen Hundred and Twelve

WAY ABOVE THE AVERAGE

Frankfort's
Greatest
Magazine

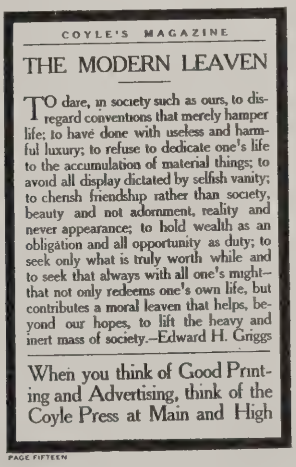
No. 8b


COYLE'S MAGAZINE

Persever
ance

was thus defined by a colored preacher:-----
"It means, FIRSTLY, to take hold;
SECONDLY, to hold on,
THIRDLY, to nebber let go."

No. 8c


COYLE'S MAGAZINE

THE MODERN LEAVEN

TO dare, in society such as ours, to disregard conventions that merely hamper life; to have done with useless and harmful luxury; to refuse to dedicate one's life to the accumulation of material things; to avoid all display dictated by selfish vanity; to cherish friendship rather than society, beauty and not adornment, reality and never appearance; to hold wealth as an obligation and all opportunity as duty; to seek only what is truly worth while and to seek that always with all one's might--that not only redeems one's own life, but contributes a moral leaven that helps, beyond our hopes, to lift the heavy and inert mass of society.--Edward H. Griggs

When you think of Good Printing and Advertising, think of the Coyle Press at Main and High

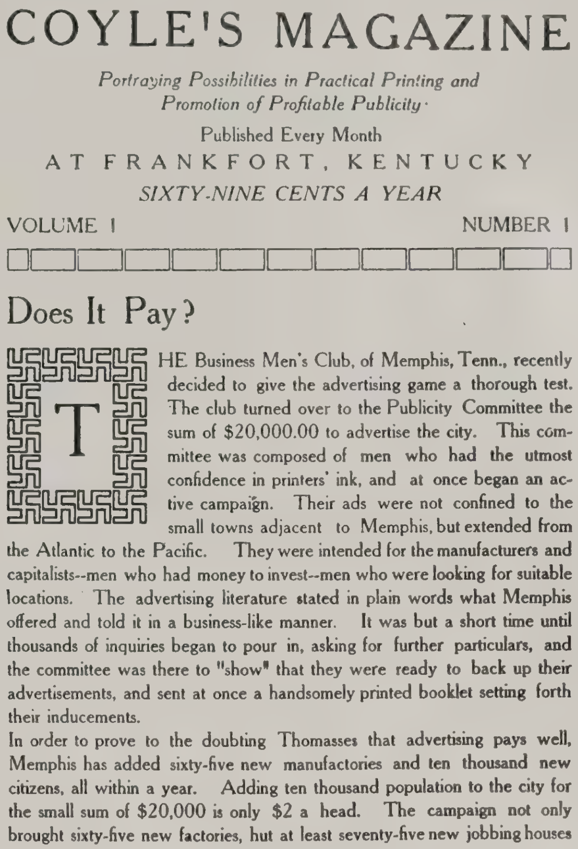
PAGE FIFTEEN

No. 8d

Here (8c) is a page in which swastika ornaments, of which Mr. Coyle is fond, are made into an inner border. The heading, with omitted hyphen, is odd, but pleasingly so.

No. 8d is a page with a square effect that is different from the ordinary square effects.

On another page (e) which has a becoming top margin, the name of the magazine and the border around the initial are orange red. The opening article tells of the success achieved by Memphis, Tenn., which by an expenditure of $20,000 obtained in one year sixty-five new manufactories, twenty-five new jobbing houses, between four and five hundred new firms, and ten thousand new inhabitants within a year. No doubt such figuring as this does not always allow for natural increase, but there cannot be any doubt that newspaper advertising, supplemented by booklets, has a tremendous influence in developing a city.


COYLE'S MAGAZINE

Portraying Possibilities in Practical Printing and Promotion of Profitable Publicity

Published Every Month
AT FRANKFORT, KENTUCKY
SIXTY-NINE CENTS A YEAR

VOLUME I NUMBER I

Does It Pay?

THE Business Men's Club, of Memphis, Tenn., recently decided to give the advertising game a thorough test. The club turned over to the Publicity Committee the sum of $20,000.00 to advertise the city. This committee was composed of men who had the utmost confidence in printers' ink, and at once began an active campaign. Their ads were not confined to the small towns adjacent to Memphis, but extended from the Atlantic to the Pacific. They were intended for the manufacturers and capitalists--men who had money to invest--men who were looking for suitable locations. The advertising literature stated in plain words what Memphis offered and told it in a business-like manner. It was but a short time until thousands of inquiries began to pour in, asking for further particulars, and the committee was there to "show" that they were ready to back up their advertisements, and sent at once a handsomely printed booklet setting forth their inducements.

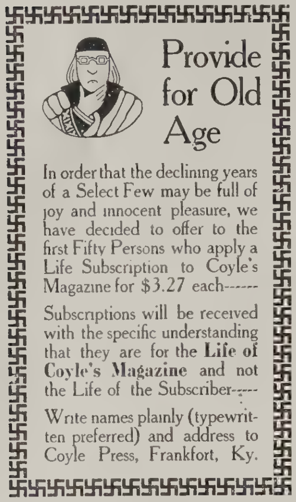
In order to prove to the doubting Thomasses that advertising pays well, Memphis has added sixty-five new manufactories and ten thousand new citizens, all within a year. Adding ten thousand population to the city for the small sum of $20,000 is only $2 a head. The campaign not only brought sixty-five new factories, hut at least seventy-five new jobbing houses

No. 8e

Mr. Coyle has the object in telling of this growth of Memphis of getting the citizens of Frankfort to advertise their city. This is a kind of work that many printers and publishers are endeavoring to do, and the unselfishness that they often inject into the plans of this kind is characteristic of them, and will some day be appreciated, let us hope and pray. But it is better business so to plan such work that it will benefit the printer and publisher as well as the city. One thing about this idea is that the public appreciate the work done by these worthies better when it pays them for it.

On the page shown as 8f the heading is orange. The wording is a delicious satire on the East Aurora Society of Immortals — but sad experience has led me to doubt whether the use of such subtle humor as this is good advertising. There are many excellent, clever, sensible people who have no more subtle sense of humor than a cow. However, if Fifty

Persons send $3.27 each, no doubt the Life of Coyle's Magazine will be so long that no one will be found in its old age, at least, to feel as if in some way Mr. Coyle was trying to flim-flam them. Of course, my doubts as to this kind of thing in advertising may sound to many of you that have a sixth sense of humor as being absurd, but I could a tale unfold — several tales — about the finer kinds of humor in advertising and newspaper making that led to enmity, hatred and all uncharitableness. I will do the unfolding some day.



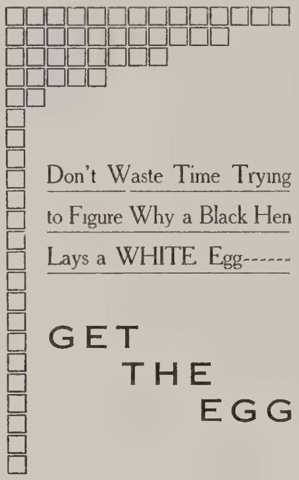
Provide for Old Age

In order that the declining years of a Select Few may be full of joy and innocent pleasure, we have decided to offer to the first Fifty Persons who apply a Life Subscription to Coyle's Magazine for $3.27 each------

Subscriptions will be received with the specific understanding that they are for the **Life of Coyle's Magazine** and not the Life of the Subscriber-----

Write names plainly (typewritten preferred) and address to Coyle Press, Frankfort, Ky.

No. 8f



Don't Waste Time Trying to Figure Why a Black Hen Lays a WHITE Egg------

GET THE EGG

No. 8g

An example of Mr. Coyle's original typography that has a charm of its own is 8g. "Get the Egg" is in orange, so the effect of the Gothic in connection with the black is much better in the original than it will be in the reproduction.

I thank Mr. Coyle for his extremely flattering mention of myself in Coyle's Magazine, but wish he had given my paper credit for the page, "No, but We Have Something Else Just as Good!"

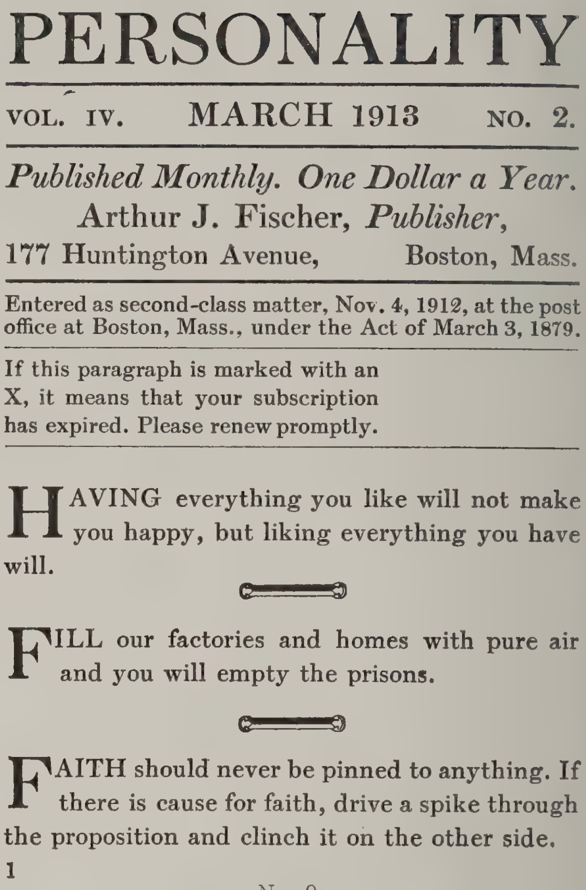
⁂

Don't let the hot weather cause you to forget that Fall is just around the corner.

⁂

"Personality" Has It

The typography of "Personality," a magazine of good cheer and inspiration, published by Arthur Fischer, Boston, Mass., is in keeping with its name. Some of the most attractive personalities are those that have many moods. Most monotones are monotonous — always excepting the Post Monotone, of course — but even that handsome letter sometimes gives a more pleasing effect if used in various sizes. This bright magazine has many moods, typographically speaking, but there is no mistaking its individuality, open it where you may. Two pages are shown (9a and b) — one of them giving an example of a use of a large, plain initial such as made the de luxe edition of Elbert Hubbard's book "Jesus of Nazareth" so attractive. Such magazines as Personality keep think-tanks from running dry — the thoughts so cleverly expressed help one to think for oneself.



PERSONALITY

VOL. IV. MARCH 1913 NO. 2.

Published Monthly. One Dollar a Year.
Arthur J. Fischer, *Publisher,*
177 Huntington Avenue, Boston, Mass.

Entered as second-class matter, Nov. 4, 1912, at the post office at Boston, Mass., under the Act of March 3, 1879.

If this paragraph is marked with an X, it means that your subscription has expired. Please renew promptly.

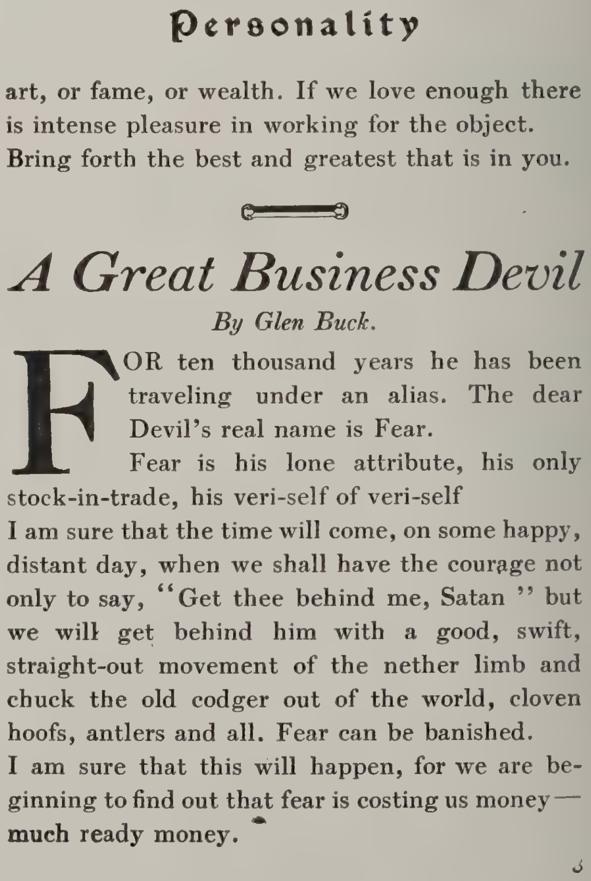
HAVING everything you like will not make you happy, but liking everything you have will.

FILL our factories and homes with pure air and you will empty the prisons.

FAITH should never be pinned to anything. If there is cause for faith, drive a spike through the proposition and clinch it on the other side.

1

No. 9a



Personality

art, or fame, or wealth. If we love enough there is intense pleasure in working for the object. Bring forth the best and greatest that is in you.

A Great Business Devil

By Glen Buck.

FOR ten thousand years he has been traveling under an alias. The dear Devil's real name is Fear.

Fear is his lone attribute, his only stock-in-trade, his veri-self of veri-self

I am sure that the time will come, on some happy, distant day, when we shall have the courage not only to say, "Get thee behind me, Satan" but we will get behind him with a good, swift, straight-out movement of the nether limb and chuck the old codger out of the world, cloven hoofs, antlers and all. Fear can be banished.

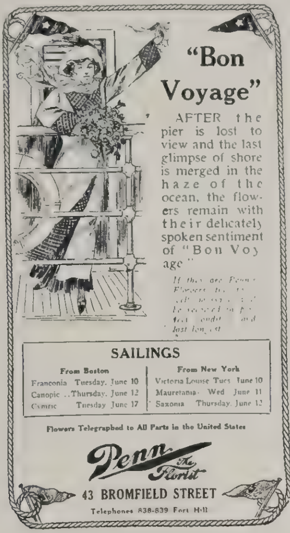
I am sure that this will happen, for we are beginning to find out that fear is costing us money — much ready money.

3

No. 9b

Timely Florists' Advertising

An ad-writer should never lose sight not only of the fact that advertising is news, but also that what is commonly known as "news" may with good effect often be introduced into advertising, because of that very fact. Here (10) is an ad that appeared in a Boston paper at the very time that the Hub was congratulating itself on its increased steamship terminal facilities, and also at the very time folk were longing — and intending — "to go on pilgrimage" in a way more in keeping with modern speed and comfort than that of the "Canterbury Tales" pilgrims to Pleasure's shrine. Florists have splendid opportunities for advertising their beautiful kind of luxuries, and local publishers should see that they take advantage of them, to the benefit of all concerned — readers as well as publishers and florists. This essentially timely ad should be a suggestion as to More Work from a class of merchants who need to be shown that with such an all-the-year-round business as theirs, Easter is not the only time they should advertise.



"Bon Voyage"

AFTER the pier is lost to view and the last glimpse of shore is merged in the haze of the ocean, the flowers remain with their delicately spoken sentiment of "Bon Voyage."

SAILINGS

From Boston		From New York	
Franconia	Tuesday, June 10	Victoria Louise	Tues June 10
Canopic	Thursday, June 12	Mauretania	Wed June 11
Cymric	Tuesday June 17	Saxonia	Thursday, June 12

Flowers Telegraphed to All Parts in the United States

Penn The Florist

43 BROMFIELD STREET

Telephones 838-839 Fort Hill

No. 10

✢ ✢ ✢

If less attention were given to trying to make advertisements "bright" or "smart" or "original";

And GREATER efforts were made to inspire CONFIDENCE —

There would be more good advertising.

✢ ✢ ✢

A Description that Hardly Describes

J. Warren Lewis, of the Visalia, Calif., Delta printing department, sends a number of "every-day jobs" that are of a high order of typography. The memo heads in particular are not only artistic, but businesslike in their appearance. Most of them are neatly, strongly, and inexpensively composed. Some of the panel schemes have the neatness and the strength, but they cost considerable time and possibly some material. But no doubt the customers were willing to pay for this — they should have paid for the art as well; no doubt they did. Mr. Lewis's art consisted largely of his choice of harmonious stock and ink, and knowing how to make the composition help the harmony. For instance, in a memo head which had three broken panels printed over a tint, there is a central panel stretching across the center and doing the breaking, which has "Visalia Board of Trade" in a strong Old English letter. All the wording and the rules are black; the only color printing is that of the tint-block. The center panel stands out strongly, and is printed directly on the stock, there being no tint except that of the paper beneath the Old English line and the small Gothic line "Incorporated." The ink is of a complimentary shade to that of the paper, and the effect is fine. I wish I could show the job; it would be so much easier than to describe it; but it would not reproduce. In the simply strong job that I am showing (11) the strong Old English letter used in the panel production is "in evidence." But this is not so extraordinary a job as the other; simply a good use of good type on a kind of job that is not the easiest in the world to compose.

Visalia Quarry Company

QUARRY ROCHE SIDING
ON S P R R

CRUSHED ROCK FOR RAILROAD BALLAST
STREET PAVING AND CONCRETE
CONSTRUCTION
POST OFFICE ADDRESS
VELMA, TULARE CO., CALIFORNIA

C. W. SEVERANCE
MANAGER

No. 11

✢ ✢ ✢

Hitch your aeroplane to the star that you know is moving in the right direction.

✢ ✢ ✢

A Newspaper in Miniature

By H. E. Hogue
We Print Anything
Eaton, Colorado

Harry Albro' Woodworth,
43 St. Botolph St., Boston, Mass.

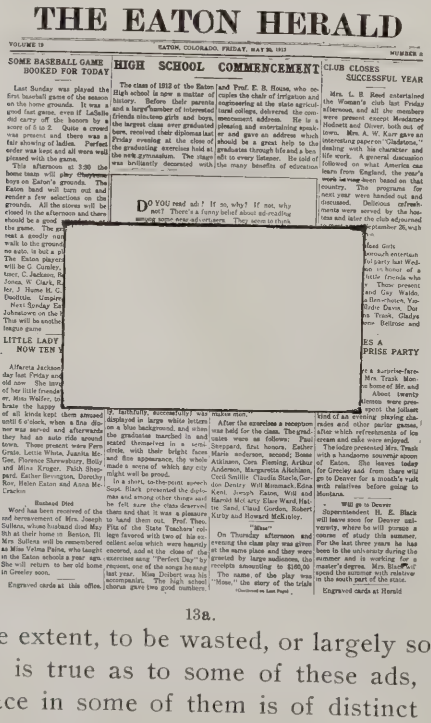
Dear Sir: I am enclosing the cards I am going to use at the National Press Association meeting in Colorado Springs next week. The small one, of course, is only to be handed to the ladies. The Miniature Herald is an exact reproduction of the issue of May 30.

Yours truly,
H. E. HOGUE.

Only one card came with this letter — presumably it was not the one intended for the ladies. How long a time was Mr. Hogue out for?

The twenty-four page miniature edition is a little less than 4 x 3 inches, but gives a good idea of the excellent arrangement and general typographical effect of a paper that is a live — I was going to put a noun here, but I'll just join the adjectives, and make another one — alive. (Some modern grammars make "a" an adjective, which it is in some cases, at any rate.) I am asking Mr. Hogue to send the cuts of twelve of these pages, which the caption man may call 13a, b, c, d, e, f, g, h, i, j, k, l, m and n, if it pleaseth him. The first page (13a) is, of course, not an exact reproduction, the card being a clever idea in consideration of the purpose of the production. The arrangement of the items next to pure advertising matter gives advertisers good value, as there is undoubtedly something in such "position." I consider these pages the best, and so good that they are well worth giving the space to. In some of the ads on the other pages, there is considerable white space that seems to the mind of an advertising man like myself who has had to consider cost to a very large extent, to be wasted, or largely so. Perhaps this is true as to some of these ads, though white space in some of them is of distinct artistic and attention-attracting value, particularly in a paper whose space probably sells for less than that in metropolitan papers.

—*a hurry-up message for the party addressed.*



THE EATON HERALD

VOLUME 19 EATON, COLORADO, FRIDAY, MAY 30, 1913 NUMBER 2

SOME BASEBALL GAME BOOKED FOR TODAY

Last Sunday was played the first baseball game of the season on the home grounds. It was a good fast game, even if LaSalle did carry off the honors by a score of 5 to 2. Quite a crowd was present and there was a fair showing of ladies. Perfect order was kept and all were well pleased with the game.

This afternoon at 3:30 the home team will play Cheyenne boys on Eaton's grounds. The Eaton band will turn out and render a few selections on the grounds. All the stores will be closed in the afternoon and there should be a good

the game. The gr

sent a goodly nu

walk to the ground

no auto, is but a pl

The Eaton players

will be G. Cumley,

tner, C. Jackson, B

Jones, W. Clark, R

ler, J. Hume H. C.

Doolittle. Umpire

Next Sunday Ea

Johnstown on the h

This will be anothe

league game

LITTLE LADY NOW TEN Y

Alfareta Jackson

day last Friday and

old now. She inv

of her little friends

er, Miss Wolfer, to

brate the happy

of all kinds kept them amused until 6 o'clock, when a fine dinner was served and afterwards they had an auto ride around town. Those present were Fern Grate, Lettie White, Juanita McGee, Florence Shrewsbury, Holly and Mina Kruger, Faith Sheppard, Esther Bevington, Dorothy Roy, Helen Eaton and Anna McCrackin.

Husband Died

Word has been received of the sad bereavement of Mrs. Joseph Sullens, whose husband died May 8th at their home in Benton, Ill. Mrs. Sullens will be remembered as Miss Velma Paine, who taught in the Eaton schools a year ago. She will return to her old home in Greeley soon.

Engraved cards at this office.

HIGH SCHOOL COMMENCEMENT

The class of 1913 of the Eaton High school is now a matter of history. Before their parents and a large number of interested friends nineteen girls and boys, the largest class ever graduated here, received their diplomas last Friday evening at the close of the graduating exercises held at the new gymnasium. The stage was brilliantly decorated with

ly, faithfully, successfully) was displayed in large white letters on a blue background, and when the graduates marched in and seated themselves in a semi-circle, with their bright faces and fine appearance, the whole made a scene of which any city might well be proud.

In a short, to-the-point speech Supt. Black presented the diplomas and among other things said he felt sure the class deserved them and that it was a pleasure to hand them out. Prof. Theo. Fitz of the State Teachers' college favored with two of his excellent solos which were heartily encored, and at the close of the exercises sang "Perfect Day" by request, one of the songs he sang last year. Miss Deibert was his accompanist. The high school chorus gave two good numbers.

and Prof. E. B. House, who occupies the chair of irrigation and engineering at the state agricultural college, delivered the commencement address. He is a pleasing and entertaining speaker and gave an address which should be a great help to the graduates through life and a benefit to every listener. He told of the many benefits of education

makes men."

After the exercises a reception was held for the class. The graduates were as follows: Paul Sheppard, first honors, Esther Marie Anderson, second; Bessie Atkinson, Cora Fleming, Arthur Anderson, Margaretta Aitchison, Cecil Smillie, Claudia Steele, Gordon Dentry, Will Mimmack, Edna Kent, Joseph Eaton, Will and Harold McCarty, Elsie Ward, Hattie Sand, Claud Gordon, Robert Kirby and Howard McKinley.

"Mose"

On Thursday afternoon and evening the class play was given at the same place and they were greeted by large audiences, the receipts amounting to $160.00.

The name of the play was "Mose," the story of the trials

(Continued on Last Page)

DO YOU read ads? If so, why? If not, why not? There's a funny belief about ad-reading among some near-advertisers. They seem to think

CLUB CLOSES SUCCESSFUL YEAR

Mrs. L. B. Reed entertained the Woman's club last Friday afternoon, and all the members were present except Mesdames Hodnett and Oliver, both out of town. Mrs. A. W. Karr gave an interesting paper on "Gladstone," dealing with his character and life work. A general discussion followed on what America can learn from England, the year's work having been based on that country. The programs for next year were handed out and discussed. Delicious refreshments were served by the hostess and later the club adjourned

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ful party last Wed-

on in honor of a

little friends who

y. Those present

and Gay Waldo,

a Benscholen, Vio-

Ardie Davis, Dor

na Trask, Gladys

ene Bellrose and

ES A PRISE PARTY

e a surprise-fare-

Mrs. Trask Mon-

e home of Mr. and

About twenty

lemen were pres-

spent the jolliest kind of an evening playing charades and other parlor games, after which refreshments of ice cream and cake were enjoyed.

The lodge presented Mrs. Trask with a handsome souvenir spoon of Eaton. She leaves today for Greeley and from there will go to Denver for a month's visit with relatives before going to Montana.

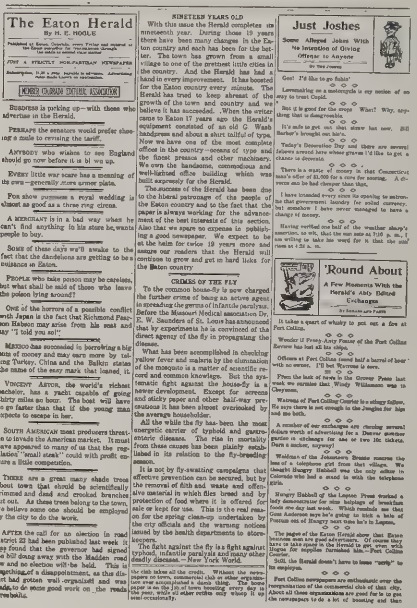
Will go to Denver

Superintendent H. E. Black will leave soon for Denver university, where he will pursue a course of study this summer. For the last three years he has been in the university during the summer and is working for a master's degree. Mrs. Black will spend the summer with relatives in the south part of the state.

Engraved cards at Herald

13a.

What pains in grading has been taken on this paper! But grading can be done very fast when one is used to it, and its appearance seems in such a case as this well worth the trouble. I dare say the advertiser gets better value who has his reading notices run promiscuously among local news items, but I am a newspaper man as well as an advertising man, and as such prefer to keep paid locals distinct from the other news. Perhaps I may have this idea as an advertising man also, as there is no doubt that some people feel a sort of irritation at being, in a way, compelled to read advertising, as in such a case. But this is, of course, a matter about which



The Eaton Herald

By H. E. HOGLE

JUST A STRICTLY NON-PARTISAN NEWSPAPER

MEMBER COLORADO EDITORIAL ASSOCIATION

BUSINESS is picking up—with those who advertise in the Herald.

PERHAPS the senators would prefer shoeing a mule to revising the tariff.

ANYBODY who wishes to see England should go now before it is blown up.

EVERY little war scare has a meaning of its own—generally more armor plate.

FOR show purposes a royal wedding is almost as good as a three ring circus.

A MERCHANT is in a bad way when he can't find anything in his store he wants people to buy.

SOME of these days we'll awake to the fact that the dandelions are getting to be a nuisance in Eaton.

PEOPLE who take poison may be careless, but what shall be said of those who leave the poison lying around?

ONE of the horrors of a possible conflict with Japan is the fact that Richmond Pearson Hobson may arise from his seat and say "I told you so!"

MEXICO has succeeded in borrowing a big sum of money and may earn more by telling Turkey, China and the Balkan states the name of the easy mark that loaned it.

VINCENT ASTOR, the world's richest bachelor, has a yacht capable of going thirty miles an hour. The boat will have to go faster than that if the young man expects to escape in her.

SOUTH AMERICAN meat producers threaten to invade the American market. It must have appeared to many of us that the regulation "small steak" could with profit endure a little competition.

THERE are a great many shade trees about town that should be scientifically trimmed and dead and crooked branches cut out. As these trees belong to the town, we believe some one should be employed by the city to do the work.

AFTER the call for an election in road district 23 had been published last week it was found that the governor had signed the bill doing away with the Madden road law and no election will be held. This is something of a disappointment, as this district had gotten well organized and was ready to do some good work on the roads hereabouts.

NINETEEN YEARS OLD

With this issue the Herald completes its nineteenth year. During those 19 years there have been many changes in the Eaton country and each has been for the better. The town has grown from a small village to one of the prettiest little cities in the country. And the Herald has had a hand in every improvement. It has boosted for the Eaton country every minute. The Herald has tried to keep abreast of the growth of the town and country and we believe it has succeeded. When the writer came to Eaton 17 years ago the Herald's equipment consisted of an old G. Wash handpress and about a shirt tailful of type. Now we have one of the most complete offices in the country—oceans of type and the finest presses and other machinery. We own the handsome, commodious and well-lighted office building which was built expressly for the Herald.

The success of the Herald has been due to the liberal patronage of the people of the Eaton country and to the fact that the paper is always working for the advancement of the best interests of this section. Also that we spare no expense in publishing a good newspaper. We expect to be at the helm for twice 19 years more and assure our readers that the Herald will continue to grow and get in hard licks for the Eaton country.

CRIMES OF THE FLY

To the common house-fly is now charged the further crime of being an active agent in spreading the germs of infantile paralysis. Before the Missouri Medical association Dr. E. W. Saunders of St. Louis has announced that by experiments he is convinced of the direct agency of the fly in propagating the disease.

What has been accomplished in checking yellow fever and malaria by the elimination of the mosquito is a matter of scientific record and common knowlege. But the systematic fight against the house-fly is a newer development. Except for screens and sticky paper and other half-way precautions it has been almost overlooked by the average householder.

All the while the fly has been the most energetic carrier of typhoid and gastro-enteric diseases. The rise in mortality from these causes has been plainly established in its relation to the fly-breeding season.

It is not by fly-swatting campaigns that effective prevention can be secured, but by the removal of filth and waste and offensive material in which flies breed and by protection of food where it is offered for sale or kept for use. This is the real reason for the spring clean-up undertaken by the city officials and the warning notices issued by the health departments to storekeepers.

The fight against the fly is a fight against typhoid, infantile paralysis and many other deadly diseases.—New York World.

Just Joshes

Some Alleged Jokes With No Intention of Giving Offense to Anyone

Gee! I'd like to go fishin'

◇ ◇ ◇

Lovemaking on a motorcycle is my notion of no way to treat Cupid.

◇ ◇ ◇

But it is good for the crops. What? Why, anything that is disagreeable.

◇ ◇ ◇

It's safe to get out that straw hat now. Bill Barber's brought out his'n.

◇ ◇ ◇

Today's Decoration Day and there are several fellows around here whose graves I'd like to get a chance to decorate.

◇ ◇ ◇

There is a waste of money in that Connecticut man's offer of $1,000 for a cure for snoring. A divorce can be had cheaper than that.

◇ ◇ ◇

I have intended every since its opening to patronize that government laundry for soiled currency, but somehow I have never managed to have a change of money.

◇ ◇ ◇

Having verified one half of the weather sharp's assertion, to wit, that the sun sets at 7:16 p. m., I am willing to take his word for it that the sun rises at 4:24 a. m.

'Round About

A Few Moments With the Herald's Ably Edited Exchanges

It takes a quart of whisky to put out a fire at Fort Collins.

◇ ◇ ◇

Wonder if Penny-Ante Foster of the Fort Collins Review has lost all his chips.

◇ ◇ ◇

Officers at Fort Collins found half a barrel of beer with no owner. I'll bet Watrous is sore.

◇ ◇ ◇

From the lack of news in the Grover Press last week we surmise that Windy Williamson was in Cheyenne.

◇ ◇ ◇

Watrous of Fort Collins Courier is a stingy fellow. He says there is not enough in the Jungles for him and me both.

◇ ◇ ◇

A number of our exchanges are running several dollars worth of advertising for a Denver summer garden in exchange for one or two 10c tickets. Darn a sucker, anyway!

◇ ◇ ◇

Waldman of the Johnstown Breeze mourns the loss of a telephone girl from that village. We thought Hungry Hubbell was the only editor in Colorado who had a stand in with the telephone girls.

◇ ◇ ◇

Hungry Hubbell of the Lupton Press worked a lady demonstrator for nine helpings of breakfast foods one day last week. Which reminds me that Gus Anderson says he's going to kick a bale of Postum out of Hungry next time he's in Lupton.

◇ ◇ ◇

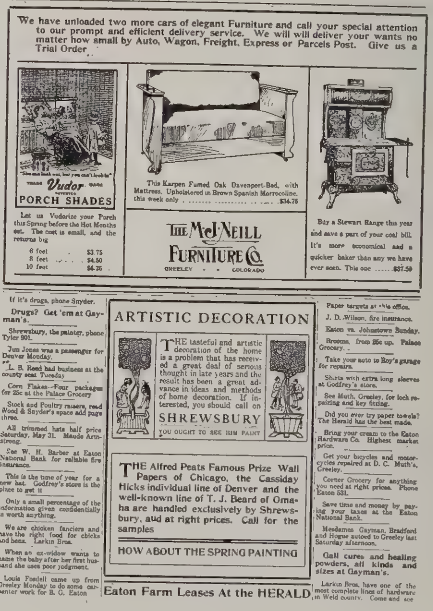
The pages of the Eaton Herald show that Eaton business men are good advertisers. Of course they have to take space in the Herald to get even with Hogue for supplies furnished him.—Fort Collins Courier.

Still, the Herald doesn't have to issue "scrip" to its employes.

◇ ◇ ◇

Fort Collins newspapers are enthusiastic over the reorganization of the commercial club of that city. About all these organizations are good for is to get the newspapers to do a lot of boosting and then the club takes all the credit. Without the newspapers no town, commercial club or other organization ever accomplished a dumb thing. The home paper is on the job of town boosting every day in the year, while all other outfits only whoop it up semi-occasionally.

13b.



We have unloaded two more cars of elegant Furniture and call your special attention to our prompt and efficient delivery service. We will will deliver your wants no matter how small by Auto, Wagon, Freight, Express or Parcels Post. Give us a Trial Order.

TRADE Vudor MARK PORCH SHADES

Let us Vudorize your Porch this Spring before the Hot Months set. The cost is small, and the returns big

6 feet $3.75
8 feet $4.50
10 feet $6.25

This Karpen Fumed Oak Davenport-Bed, with Mattress, Upholstered in Brown Spanish Morrocoline, this week only $34.75

THE McNEILL FURNITURE Co.
GREELEY - - COLORADO

Buy a Stewart Range this year and save a part of your coal bill. It's more economical and a quicker baker than any we have ever seen. This one $37.50

If it's drugs, phone Snyder.

Drugs? Get 'em at Gayman's.

Shrewsbury, the painter, phone Tyler 901.

Jim Jones was a passenger for Denver Monday.

L. B. Reed had business at the county seat Tuesday.

Corn Flakes—Four packages for 25c at the Palace Grocery.

Stock and Poultry raisers, read Wood & Snyder's space add page three.

All trimmed hats half price Saturday, May 31. Maude Armstrong.

See W. H. Barber at Eaton National Bank for reliable fire insurance.

This is the time of year for a new hat. Godfrey's store is the place to get it.

Only a small percentage of the information given confidentially is worth anything.

We are chicken fanciers and have the right food for chicks and hens. Larkin Bros.

When an ex-widow wants to name the baby after her first husband she uses poor judgment.

Louis Posdell came up from Greeley Monday to do some carpenter work for B. G. Eaton

ARTISTIC DECORATION

THE tasteful and artistic decoration of the home is a problem that has received a great deal of serious thought in late years and the result has been a great advance in ideas and methods of home decoration. If interested, you should call on

SHREWSBURY

YOU OUGHT TO SEE HIM PAINT

THE Alfred Peats Famous Prize Wall Papers of Chicago, the Cassiday Hicks individual line of Denver and the well-known line of T. J. Beard of Omaha are handled exclusively by Shrewsbury, and at right prices. Call for the samples

HOW ABOUT THE SPRING PAINTING

Eaton Farm Leases At the HERALD

Paper targets at this office.

J. D. Wilson, fire insurance.

Eaton vs. Johnstown Sunday.

Brooms, from 25c up. Palace Grocery.

Take your auto to Roy's garage for repairs.

Shirts with extra long sleeves at Godfrey's store.

See Muth, Greeley, for lock repairing and key fitting.

Did you ever try paper towels? The Herald has the best made.

Bring your cream to the Eaton Hardware Co. Highest market price.

Get your bicycles and motorcycles repaired at D. C. Muth's, Greeley.

Corner Grocery for anything you need at right prices. Phone Eaton 531.

Save time and money by paying your taxes at the Eaton National Bank.

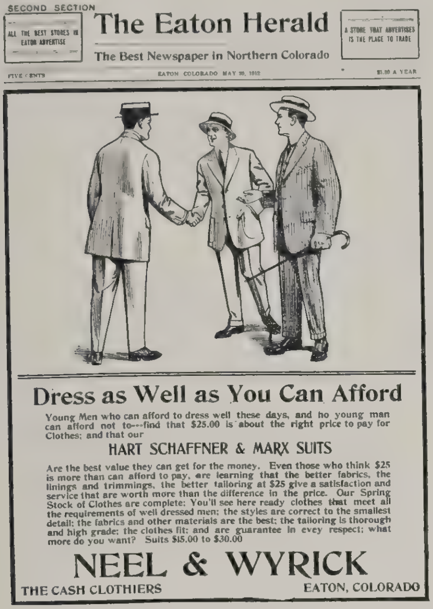
Mesdames Gayman, Bradford and Hogue autoed to Greeley last Saturday afternoon.

Gall cures and healing powders, all kinds and sizes at Gayman's.

Larkin Bros. have one of the most complete lines of hardware in Weld county. Come and see

13c.

different publishers have different opinions, and there are few advertisers who would not rather have their items published in this way, whether it is the best for them or not. Some, however, do not use display ads when they can get such positions for "locals," and in some cases it is well for the publishers to take this into consideration.


SECOND SECTION

ALL THE BEST STORES IN EATON ADVERTISE

The Eaton Herald

The Best Newspaper in Northern Colorado

A STORE THAT ADVERTISES IS THE PLACE TO TRADE

FIVE CENTS EATON COLORADO MAY 30, 1912 $1.00 A YEAR

Dress as Well as You Can Afford

Young Men who can afford to dress well these days, and no young man can afford not to---find that $25.00 is about the right price to pay for Clothes; and that our

HART SCHAFFNER & MARX SUITS

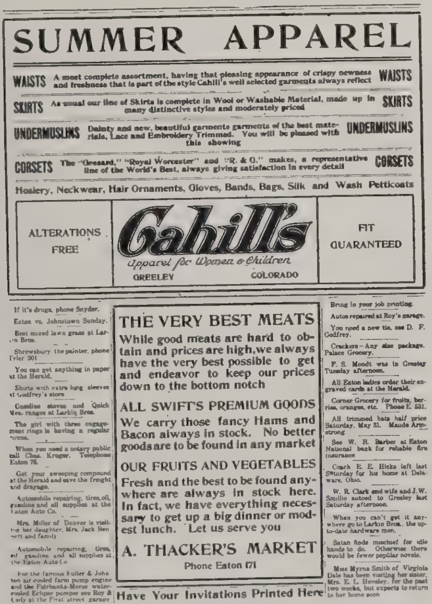
Are the best value they can get for the money. Even those who think $25 is more than can afford to pay, are learning that the better fabrics, the linings and trimmings, the better tailoring at $25 give a satisfaction and service that are worth more than the difference in the price. Our Spring Stock of Clothes are complete: You'll see here ready clothes that meet all the requirements of well dressed men; the styles are correct to the smallest detail; the fabrics and other materials are the best; the tailoring is thorough and high grade; the clothes fit; and are guarantee in evey respect; what more do you want? Suits $15.00 to $30.00

NEEL & WYRICK

THE CASH CLOTHIERS EATON, COLORADO

13d.

The editorial page (13b) contains some heads which might appear to be rather large for the amount of matter under them, but this remark need not be taken as an adverse criticism; possibly the very comparative size of the heads as regards the matter beneath is of sufficient originality to be commendable. There is a peculiarity about the last six solid lines in the second column that is original, but is hardly to be praised, as these are a continuation from the third column of an item of which only four leaded lines are in that column! Possibly this is cubist typography.


SUMMER APPAREL

WAISTS A most complete assortment, having that pleasing appearance of crispy newness and freshness that is part of the style Cahill's well selected garments always reflect WAISTS

SKIRTS As usual our line of Skirts is complete in Wool or Washable Material, made up in many distinctive styles and moderately priced SKIRTS

UNDERMUSLINS Dainty and new, beautiful garments garments of the best materials, Lace and Embroidery Trimmed. You will be pleased with this showing UNDERMUSLINS

CORSETS The "Gossard," "Royal Worcester" and "R. & G." makes, a representative line of the World's Best, always giving satisfaction in every detail CORSETS

Hosiery, Neckwear, Hair Ornaments, Gloves, Bands, Bags, Silk and Wash Petticoats

ALTERATIONS FREE

Cahill's

Apparel for Women & Children

GREELEY COLORADO

FIT GUARANTEED

If it's drugs, phone Snyder.

Eaton vs. Johnstown Sunday.

Best mixed lawn grass at Larkin Bros.

Shrewsbury the painter, phone Tyler 901

You can get anything in paper at the Herald.

Shirts with extra long sleeves at Godfrey's store

Gasoline stoves and Quick Meal ranges at Larkin Bros.

The girl with three engagement rings is having a regular circus.

When you need a notary public call Chas. Kruger. Telephone Eaton 76.

Get your sweeping compound at the Herald and save the freight and drayage.

Automobile repairing, tires, oil, gasoline and all supplies at the Eaton Auto Co.

Mrs. Miller of Denver is visiting her daughter, Mrs. Jack Bennett and family

Automobile repairing, tires, oil, gasoline and all supplies at the Eaton Auto Co.

For the famous Fuller & Johnson air-cooled farm pump engine and the Fairbanks-Morse water-cooled Eclipse pumper see Roy & Cody at the First street garage

THE VERY BEST MEATS

While good meats are hard to obtain and prices are high, we always have the very best possible to get and endeavor to keep our prices down to the bottom notch

ALL SWIFT'S PREMIUM GOODS

We carry those fancy Hams and Bacon always in stock. No better goods are to be found in any market

OUR FRUITS AND VEGETABLES

Fresh and the best to be found anywhere are always in stock here. In fact, we have everything necessary to get up a big dinner or modest lunch. Let us serve you

A. THACKER'S MARKET

Phone Eaton 171

Have Your Invitations Printed Here

Bring in your job printing.

Autos repaired at Roy's garage.

You need a new tie, see D. F. Godfrey.

Crackers—Any size package. Palace Grocery.

F. S. Moodt was in Greeley Tuesday afternoon.

All Eaton ladies order their engraved cards at the Herald.

Corner Grocery for fruits, berries, oranges, etc. Phone E. 531.

All trimmed hats half price Saturday, May 31. Maude Armstrong

See W. H. Barber at Eaton National bank for reliable fire insurance

Coach E. E. Hicks left last Saturday for his home at Delaware, Ohio.

W. R. Clark and wife and J. W. Smillie autoed to Greeley last Saturday afternoon.

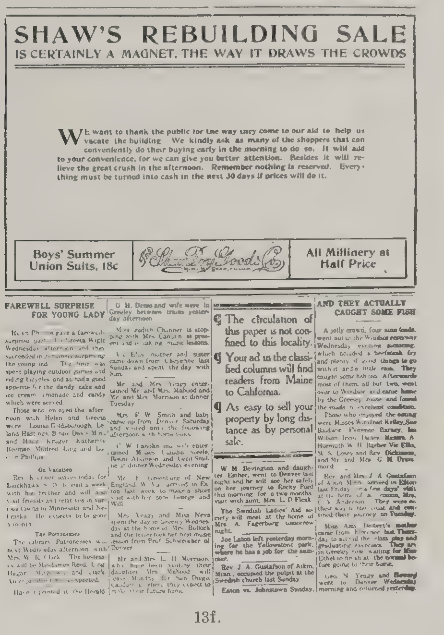
When you can't get it anywhere go to Larkin Bros., the up-to-date hardware men.

Satan finds mischief for idle hands to do. Otherwise there would be fewer popular novels.

Miss Myrna Smith of Virginia Dale has been visiting her sister, Mrs. E. L. Hensley, for the past two weeks, but expects to return to her home soon

13e.

The top advertisement on page 13c is by no means handsome, but in all probability the copy, and the necessity to use the three cuts, gave the compositor next to no chance at all. A far worse ad could have been made under such distressing conditions. If the nameplate with its wide margining, had been placed above the cut of the davenport bed, there would not have been such a jumble of cuts; but doubtless this would not have suited the advertiser. What a really artistic ad is that of "Artistic Decoration"!


SHAW'S REBUILDING SALE

IS CERTAINLY A MAGNET, THE WAY IT DRAWS THE CROWDS

WE want to thank the public for the way they come to our aid to help us vacate the building We kindly ask as many of the shoppers that can conveniently do their buying early in the morning to do so. It will add to your convenience, for we can give you better attention. Besides it will relieve the great crush in the afternoon. Remember nothing is reserved. Everything must be turned into cash in the next 30 days if prices will do it.

Boys' Summer Union Suits, 18c

The Shaw Dry Goods Co.

All Millinery at Half Price

FAREWELL SURPRISE FOR YOUNG LADY

Those who enjoyed the afternoon with Helen and Greeta were Louisa Goldsborough, Leland Hastings, [illegible]

On Vacation

The Patronesses

G. H. Demo and wife were in Greeley between trains yesterday afternoon

Mr. and Mrs. Yeagy entertained Mr. and Mrs. Mahood and Mr. and Mrs. Morrison at dinner Tuesday

Mrs. F. W. Smith and baby came up from Denver Saturday and visited until the following afternoon with home folks.

Mr. and Mrs. L. H. Morrison, who have been visiting their daughter Mrs. Mahood, will leave Monday for San Diego, California, where they expect to make their future home

The circulation of this paper is not confined to this locality.

Your ad in the classified columns will find readers from Maine to California.

As easy to sell your property by long distance as by personal sale.

W. M. Bevington and daughter Esther, went to Denver last night and he will see her safely on her journey to Rocky Ford this morning for a two months visit with aunt, Mrs. L. D. Fleak

The Swedish Ladies' Aid society will meet at the home of Mrs. A. Fagerburg tomorrow night.

Joe Laton left yesterday morning for the Yellowstone park, where he has a job for the summer.

Rev. J. A. Gustafson of Aitkin, Minn., occupied the pulpit at the Swedish church last Sunday

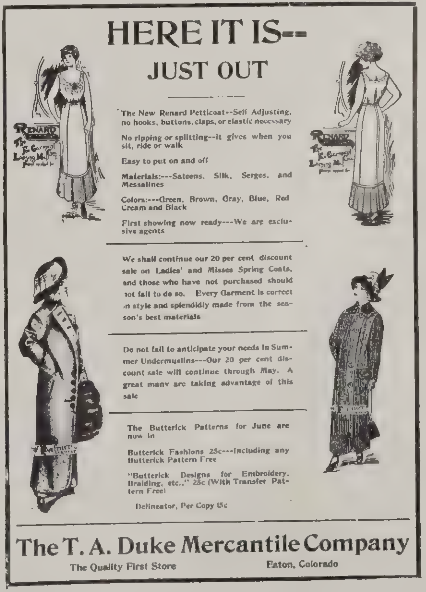
Eaton vs. Johnstown Sunday.

AND THEY ACTUALLY CAUGHT SOME FISH

A jolly crowd, four auto loads, went out to the Windsor reservoir Wednesday evening picnicing, which included a beefsteak fry and plenty of good things to go with it and a little rain. They caught some fish too. Afterwards most of them, all but two, went over to Windsor and came home by the Greeley route and found the roads in excellent condition.

Geo. N. Yeagy and Howard went to Denver Wednesday morning and returned yesterday.

13f.


HERE IT IS--

JUST OUT

The New Renard Petticoat--Self Adjusting, no hooks, buttons, claps, or elastic necessary

No ripping or splitting--it gives when you sit, ride or walk

Easy to put on and off

Materials:---Sateens, Silk, Serges, and Messalines

Colors:---Green, Brown, Gray, Blue, Red Cream and Black

First showing now ready---We are exclusive agents

We shall continue our 20 per cent discount sale on Ladies' and Misses Spring Coats, and those who have not purchased should not fail to do so. Every Garment is correct in style and splendidly made from the season's best materials

Do not fail to anticipate your needs in Summer Undermuslins---Our 20 per cent discount sale will continue through May. A great many are taking advantage of this sale

The Butterick Patterns for June are now in

Butterick Fashions 25c---including any Butterick Pattern Free

"Butterick Designs for Embroidery, Braiding, etc.," 25c (With Transfer Pattern Free)

Delineator, Per Copy 15c

The T. A. Duke Mercantile Company

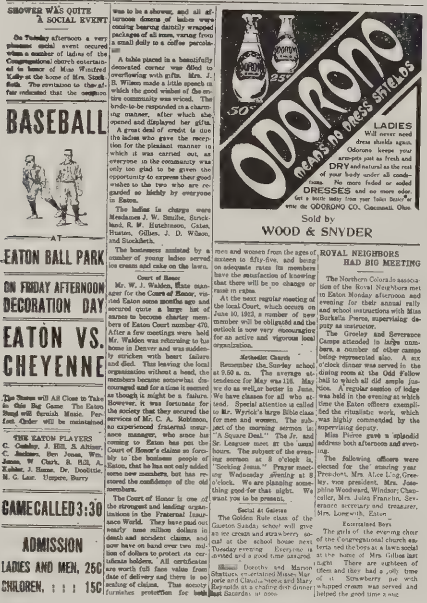
The Quality First Store Eaton, Colorado

13g.

The way in which the line "Second Section" is set on page 13d, leads me to ask, Was the original paper printed in black and a color? If so, the extra expense necessary for printing the miniature could well have been incurred. This job was probably not intended as a means of bringing more business to the paper; but it was worth while, for it surely should bring the Eaton Herald and its proprietor to the favorable attention of the whole N. E. A.

Although many object to a very large nameplate, how that of Cahill's dominates the whole page (13e). although Thacker's ad, set entirely in different sizes of De Vinne, is by no means buried. What would otherwise be "long unlovely" lines in Cahill's ad are greatly helped by the repetition of the side heads.

Such ads as that of Shaw's Rebuilding Sale are hardly worth the large space except in rare instances. A whole page in such a paper, with prices, would certainly be likely to bring a good deal more than twice the business this would, and the chief message it carries — the appeal to shop in the morning — might have had more of a "punch." But here, as in other instances, it seems to be a case of the compositor doing his artistic best with an ineffectual idea of the advertiser.



SHOWER WAS QUITE A SOCIAL EVENT

On Tuesday afternoon a very pleasant social event occured when a number of ladies of the Congregational church entertained in honor of Miss Winifred Kelly at the home of Mrs. Stockfleth. The invitation to the affair indicated that the occasion was to be a shower, and all afternoon dozens of ladies were coming bearing daintily wrapped packages of all sizes, varing from a small doily to a coffee percolator.

A table placed in a beautifuly decorated corner was filled to overflowing with gifts. Mrs. J. B. Wilson made a little speech in which the good wishes of the entire community was voiced. The bride-to-be responded in a charming manner, after which she opened and displayed her gifts.

A great deal of credit is due the ladies who gave the reception for the pleasant manner in which it was carried out, as everyone in the community was only too glad to be given the opportunity to express their good wishes to the two who are regarded so highly by everyone in Eaton.

The ladies in charge were Mesdames J. W. Smilie, Strickland, R. M. Hutchinson, Gates, Huston, Gillies, J. D. Wilson, and Stockfleth.

The hostesses assisted by a number of young ladies served ice cream and cake on the lawn.

BASEBALL

AT

EATON BALL PARK

ON FRIDAY AFTERNOON DECORATION DAY

EATON VS. CHEYENNE

The Stores will All Close to Take in this Big Game. The Eaton Band will furnish Music. Perfect Order will be maintained

THE EATON PLAYERS

C. Cumley, J. Hill, S. Altizer, C. Jackson, Ben Jones, Wm. Jones, W. Clark, B. Hill, A. Kohler, J. Home, Dr. Doolittle, M. G. Lear. Umpire, Burry

GAME CALLED 3:30

ADMISSION

LADIES AND MEN, 25C

CHILDREN, : : : 15C

Court of Honor

Mr. W. J. Walden, State manager for the Court of Honor, visited Eaton some months ago and secured quite a large list of names to become charter members of Eaton Court number 470. After a few meetings were held Mr. Walden was returning to his home in Denver and was suddenly stricken with heart failure and died. Thus leaving the local organization without a head, the members became somewhat discouraged and for a time it seemed as though it might be a failure. However, it was fortunate for the society that they secured the services of Mr. C. A. Robinson, an experienced fraternal insurance manager, who since his coming to Eaton has put the Court of Honor's claims so forcibly to the business people of Eaton, that he has not only added some new members, but has restored the confidence of the old members.

The Court of Honor is one of the strongest and leading organizations in the Fraternal Insurance World. They have paid out nearly nine million dollars in death and accident claims, and now have on hand over two million of dollars to protect its certificate holders. All certificates are worth full face value from date of delivery and there is no scaling of claims. This society furnishes protection for both men and women from the ages of sixteen to fifty-five, and being on adequate rates its members have the satisfaction of knowing that there will be no change or raise in rates.

At the next regular meeting of the local Court, which occurs on June 10, 1913, a number of new member will be obligated and the outlook is now very encouraging for an active and vigorous local organization.

ODORONO MEANS NO DRESS SHIELDS

50¢ 25¢

LADIES Will never need dress shields again. Odorono keeps your arm-pits just as fresh and DRY and natural as the rest of your body under all conditions. No more faded or soiled DRESSES and no more odor. Get a bottle today from your Toilet Dealer or write the ODORONO CO., Cincinnati, Ohio.

Sold by

WOOD & SNYDER

Methodist Church

Remember the Sunday school at 9.50 a. m. The average attendence for May was 116. May we do as well or better in June. We have classes for all who attend. Special attention is called to Mr. Wyrick's large Bible class for men and women. The subject of the morning sermon is: "A Square Deal." The Jr. and Sr. Leagues meet at the usual hours. The subject of the evening sermon at 8 o'clock is, "Seeking Jesus." Prayer meeting Wednesday evening at 8 o'clock. We are planning something good for that night. We want you to be present.

Social At Galeton

The Golden Rule class of the Galeton Sunday school will give an ice cream and strawberry social at the school house next Tuesday evening. Everyone is invited and a good time assured.

Misses Dorothy and Marion Shattuck entertained Misses Marjorie and Claudia Steele and Mary Reynolds at a chafing dish dinner last Saturday at noon.

ROYAL NEIGHBORS HAD BIG MEETING

The Northern Colorado association of the Royal Neighbors met in Eaton Monday afternoon and evening for their annual rally and school instructions with Miss Burkella Pierce, supervising deputy as instructor.

The Greeley and Severance Camps attended in large numbers, a number of other camps being represented also. A six o'clock dinner was served in the dining room at the Odd Fellow hall to which all did ample justice. A regular session of lodge was held in the evening at which time the Eaton officers exemplified the ritualistic work, which was highly commended by the supervising deputy.

Miss Pierce gave a splendid address both afternoon and evening.

The following officers were elected for the ensuing year President, Mrs. Alice Ling, Greeley, vice president, Mrs. Josephine Woodward, Windsor; Chanceller, Mrs. Julia Franklin, Severance secretary and treasurer, Mrs. Longwith, Eaton.

Entertained Boys

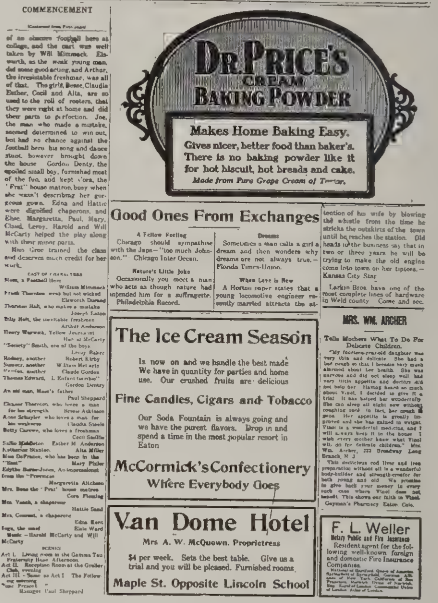
The girls of the evening choir of the Congregational church entertained the boys at a lawn social at the home of Mrs. Gillies last night. There are eighteen of them and they had a jolly time of it. Strawberry pie with whipped cream was served and helped the good time along

13h.

Though the style of arrangement shown in 13c and e is the same on many pages of the paper, the Herald is by no means "married to it," and on 13f breaks away from it and other perfectly "balanced" pages by placing an ad of its own in the third column. The ad is artistic and modern — why not have one of your job printing plant? — it must do work of high value, from the artistic point of view.

On page 14 (not shown here) is a highly artistic three-column ad of Queen Quality shoes from a cut furnished by the makers. There was, of course, a mortise in this cut for the name and address of the local dealer. The type used in the mortise is out of harmony with the display of the cut, and a space at the bottom considerably larger than one-third of the cut contains nothing but emptiness and two cuts of single shoes. There is altogether too much of this kind of thing done in connection with some of the artistic cuts sent by manufacturers. Surely the lower space could have had a few lines which would have made the ad tellingly local, and also entirely artistic — of the kind of typographical art that pays as well as looks pretty. The fault of the advertiser? Possibly. But I'd get after such an advertiser as that on the phone, if I couldn't see him personally. And I feel sure he would appreciate it.

No. 13m is page 24 of the paper — a remarkably handsome page, as to its effect as a whole — I cannot even find the fault I should with running the head of "Good Ones from Exchanges" in the same series as is used for headlines in the two ads below.



COMMENCEMENT

Continued from First page

of an obscure football hero at college, and the part was well taken by Will Mimmack. Elsworth, as the weak young man, did some good acting, and Arthur, the irresistable freshman, was all of that. The girls, Besse, Claudia Esther, Cecil and Alta, are so used to the roll of rooters, that they were right at home and did their parts to perfection. Joe, the man who made a mistake, seemed determined to win out, but had no chance against the football hero. his song and dance stunt, however brought down the house. Gordon Denty, the spoiled small boy, furnished most of the fun, and kept Cora, the "Frat" house matron, busy when she wasn't describing her gorgeous gown. Edna and Hattie were dignified chaperons, and Elsie, Margaretta, Paul, Mary, Claud, Leroy, Harold and Will McCarty helped the play along with their minor parts.

Miss Groe trained the class and deserves much credit for her work.

CAST OF CHARACTERS

Moss, a Football Hero — William Mimmack

Frank Thornton, weak but not wicked — Elsworth Durand

Thornton Hall, who makes a mistake — Joseph Eaton

Billy Holt, the inevitable freshman — Arthur Anderson

Henry Warwick, Yellow Journalist — Harold McCarty

"Society" Smith, one of the boys — Leroy Baker

Rodney, another — Robert Kirby

Sumner, another — William McCarty

Vernon, another — Claude Gordon

Thomas Edward, L'Enfant terrible" — Gordon Denty

An old man, Moss's father — Paul Sheppard

Eleanor Thornton, who loves a man for his strength — Bessie Atkinson

Anne Schuyler, who loves a man for his weakness — Claudia Steele

Betty Carewe, who loves a freshman — Cecil Smillie

Sallie Middleton — Esther M. Anderson

Katharine Stanton — Alta Miller

Miss DeFrance, who has been in the "East" — Mary Pixler

Edythe Burne-Jones, An impressionist from the "Provinces" — Margaretta Aitchison

Mrs. Boss the "Frat" house matron — Cora Fleming

Mrs. Vansh, a chaperone — Hattie Sand

Mrs. Conrant, a chaperone — Edna Kent

Inga, the maid — Elsie Ward

Music — Harold McCarty and Will McCarty

SCENES

Act I. Living room in the Gamma Tau Fraternity House Afternoon.

Act II. Reception Room at the Grolier Club, evening

Act III. – Same as Act I. The Following morning.

Time Present.

Manager Paul Sheppard

DR. PRICE'S CREAM BAKING POWDER

Makes Home Baking Easy.

Gives nicer, better food than baker's.

There is no baking powder like it for hot biscuit, hot breads and cake.

Made from Pure Grape Cream of Tartar.

Good Ones From Exchanges

A Fellow Feeling

Chicago should sympathise with the Japs—"too much Johnson." Chicago Inter Ocean.

Nature's Little Joke

Occasionally you meet a man who acts as though nature had intended him for a suffragette. Philadelphia Record.

Dreams

Sometimes a man calls a girl a dream and then wonders why dreams are not always true.—Florida Times-Union.

When Love is New

A Horton paper states that a young locomotive engineer recently married attracts the attention of his wife by blowing the whistle from the time he strikes the outskirts of the town until he reaches the station. Old heads in the business say that in two or three years he will be trying to make the old engine come into town on her tiptoes.—Kansas City Star

Larkin Bros. have one of the most complete lines of hardware in Weld county. Come and see.

The Ice Cream Season

Is now on and we handle the best made We have in quantity for parties and home use. Our crushed fruits are delicious

Fine Candies, Cigars and Tobacco

Our Soda Fountain is always going and we have the purest flavors. Drop in and spend a time in the most popular resort in Eaton

McCormick's Confectionery

Where Everybody Goes

Van Dome Hotel

Mrs A. W. McQuown, Proprietress

$4 per week. Sets the best table. Give us a trial and you will be pleased. Furnished rooms.

Maple St. Opposite Lincoln School

MRS. WM. ARCHER

Tells Mothers What To Do For Delicate Children.

"My fourteen-year-old daughter was very thin and delicate. She had a bad cough so that I became very much alarmed about her health. She was nervous and did not sleep well, had very little appetite and doctors did not help her. Having heard so much about Vinol, I decided to give it a trial. It has helped her wonderfully. She can sleep all night now without coughing once. In fact, her cough is gone. Her appetite is greatly improved and she has gained in weight. Vinol is a wonderful medicine, and I will always keep it in the house. I wish every mother knew what Vinol will do for delicate children." Mrs. Wm. Archer, 233 Broadway, Long Branch, N. J.

This delicious cod liver and iron preparation without oil is a wonderful body-builder and strength-creator for both young and old. We promise to give back your money in every such case where Vinol does not benefit. This shows our faith in Vinol.

Gayman's Pharmacy Eaton, Colo.

F. L. Weller

Notary Public and Fire Insurance

Resident agent for the following well-known foreign and domestic Fire Insurance Companies.

National of Hartford, Queen of America, Springfield of Springfield, German Alliance of New York, California of San Francisco, Norwich Union of Norwich, Eng., Royal of London, Commercial Union of London, Atlas of London.

13m

I will not go into detailed comment on any of the rest of these pages; the entire production is worthy of very high praise. Some of the composition could be improved, but this only were there better copy. When advertisers in papers in the smaller places learn how they, as well as publishers, should take such papers as The National Printer-Journalist as an aid to them in that very important part of their business — advertising, they would give copy that could be admirably displayed by such compositors and make-up men as those employed by the Eaton Herald.

✣ ✣ ✣

The Best Printers' and Publishers' Paper

Mexico, Mo., August 9, 1913.

The National Printer-Journalist,

My Dear Sirs: Enclosed find $2 for subscription to the National-Printer Journalist to August 1, 1914. We can't possibly get along without your splendid publication. It is the best printers' and publishers' paper we know of anywhere.

Respectfully yours,

R. M. WHITE & SON.

Calumet Ben Franklin Club of Chicago Outing

Members of the Calumet Ben Franklin Club and their families, with members of the Cook County Press Club as their guests, to the number of seventy in all, braved the turbulent waters of the Chicago River and the Drainage Canal on Saturday, August 2, and a most delightful trip it proved to be.

Through the courtesy of the Sanitary Drainage Commission, the steamer Robert R. was placed at our disposal, and I venture to say that roomy and comfortable little vessel never held a more jolly and congenial party.

When everything was in readiness to leave, South Chicago's German "Schulz," (with the cigars) was found to be missing. With the aid of the police department he was finally discovered, and the Robert R. cast loose on her perilous journey at 10:30 a. m.

The trip down the river and the canal was indeed delightful, the weather man having been seen by the members of the Press Club.

At 12:30 the ladies took official charge of affairs. Coffee was brewed, baskets opened and a most welcome and enjoyable lunch was served on board the boat. By the time the "inner man" and the "inner woman" was satisfied, Gerald Sullivan announced that Lockport was only "over the hill there."

On arriving at the locks the entire party, under direction of Superintendent Porter, spent a most enjoyable and instructive hour learning what a stupendous and interesting feat of engineering lies right at our door, which is of so much benefit to Chicago, and of which the average Chicagoan knows so little.

The uniform courtesy of Superintendent Porter and everyone connected with the plant at Lockport and on the steamer was freely commented on and much appreciated.

The return trip was completed at 8 p. m.

The outing was in charge of a committee consisting of Messrs. Gallion, Roberts, Phillip's and Mansfield. Refreshment committee: Will C. Smith and A. B. Schulz, and right nobly did they all perform their duties.

Those present included: Thomas Kinney, wife and son, C. O. Peterson, John Phillips, Will C. Smith, wife and daughter, A. W. Fleming, D. H. Dryburgh, George F. Roberts, A. B. Schulz, wife and son, George A. Kinney, wife and daughter, Ed. E. Sheasgreen, Frank R. Brines, W. H. Mansfield and wife, W. A. Stambach and wife.

Guests and members of the Cook County Press Club: Mr. and Mrs. C. H. Staats and son, Downers Grove; R. B. Ruth, Downers Grove; Mr. and Mrs. B. F. Stevens, Logan Square; Mr. and Mrs. D. W. Hartman, Lake Forest; Mr. H. H. Hartman, Lake Forest; Mr. and Mrs. F. B. Hartman and son, Rogers Park; Mr. and Mrs. G. E. Sullivan, Englewood; Mr Farr, son and daughter, Whiting, Ind.; Mrs. M. A. Wilson, West Pullman; Mr. and Mrs. D. H. Merrill, Hinsdale; Mr. David Herriott, Morgan Park; Mr. and Mrs. A. M. Lambert, Harvey; Mr. and Mrs. Frank Furstenheim and sons, Chicago; Mr. and Mrs. J. O. Hardesty, Melrose Park; Mr. John R. McCormick, South Chicago; Miss Sullivan, Englewood; Miss Geary, Englewood; Mrs. Edson and daughter, Miss Marguertie Edson, Springfield, Ill.; Mr. G. B. Wilson, Birmingham, Ala.; Mrs. Alice Stokes and Miss Catherine Stokes, Dayton, Ohio; Miss Mary Williams, Melrose Park; Mrs. Ward Mansfield and son, Englewood.

The Valiant Printer

A valiant Printer of Maceytown
Was working right hard, one day,
When the soldiermen with their fife and drum
Came marching along that way.

Then the valiant Printer of Maceytown
Unfastened his apron strings,
And he laid his stick and his rule away,
And all of his Printer's things.

And quick from the door of his little shop
He started upon a run
And thus to the captain, bold spoke he,
"Pray, let ME carry a gun."

"For who would not fight for his country, dear,
A coward indeed must be.
I'll gladly go where the fight is hot,
And die, if I must," said he.

"Well said, my Printer friend, well said,"
Replied the captain bold,
"But we need not guns nor soldiers, now,
Not even the miser's gold.

"Of powder, too, we have plenty to spare,
But what we need most, is shot,
So give us your types, my Printerman,
And fetch us a melting pot!"

Then the valiant Printer in silence stood,
And never a word said he,
For he'd rather have fought in the fiercest fight
Than to give up his printery.

Then the captain, losing his patience, cried:
"Come, man — dump your old trash out,"
But in answer the Printerman shooks his head
And turned straightway about.

He walked back into his little shop
And took up his rule and stick,
For he wouldn't give up his beloved types,
Though he'd go where the fight was thick.

So the captain cried to his men, "Move on!"
And they marched from the town away,
While the valiant Printer who loved his types
Worked on for many a day.

ROSCOE E. HAYNES.

SPLENDID, IN MATTER AND IN ADVERTISEMENTS

Hon. B. B. Herbert,
Chicago, Ill.

Dear Sir—I am sending you check for $2.

The National Printer-Journalist is splendid. I only regret when I get to the end and find many splendid advertisements in it, which are no doubt read by all the craft.

I shall always remember our pleasant and profitable meeting of the N. E. A. in Colorado, and trust that you will meet us in Texas in 1914. Yours truly,

LEE J. ROUNTREE.
Georgetown, Texas, Aug. 2, 1913.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS
Entered at the Chicago Postoffice as Second-class Matter
BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate
WM. E. HERBERT - Supt. of Mechanical Department

Official Paper of the National Editorial Association
Member Ben Franklin Club of America, Chicago Trade Press Association, Illinois Press Association, Order of Pica, New York State Press Association.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION
SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO, SEPTEMBER, 1913

As quoted elsewhere, Elbert Hubbard declares "all good or well written advertising is literature," and literature is art in writing or composition. Just the same all good printing is art which is not alone mechanical, but the expression of sentiment, emotional and inspirational. The artist printer must have understanding, but he must also have the artistic feeling.

* * *

Cost finding and efficiency are made especially prominent in this issue of the National Printer-Journalist. The two are very closely related and are interdependent. Cost that is not founded on efficiency is a delusion and a snare, it is a false cost. A cost finding that does not point out existing leaks, inefficiency and deterioration or loss, as well as the ways of speedy and permanent remedy, is lacking in its highest usefulness. The farmer who only finds out, through the finding of his costs of production, that his fields or his stock are not yielding profit, and deteriorating, and goes no further, will never avoid ultimate impoverishment. The same principle applies to printing, newspaper making and all other trades or callings. For gain or profit, there must be greater and better production, replacement or fertilization.

* * *

Intelligent, honest, effective advertising in this age of multiplied producers and consumers, has come to be an essential to success, but fruitful publicity does not mean a wild scramble for business. Success must rest on such high quality of production, such efficiency, such perfection in service, as that when once properly made known, the users, buyers or consumers will scramble to get the service or the goods instead of the printer, publisher or newspaper maker being compelled to scramble with his competitors to secure customers.

* * *

As we have indicated elsewhere in our article on the "Ad-Sell Book," analysis and study are the foundations of all effective production. We must understand all the elements, all the requirements and all the possibilities before a usefully and reasonably perfect combination can be made. An artist must know more than his colors. To paint an eagle so that it will appear a re-creation of life, of nature, of strength, poise and beauty, the artist must study the bird in its natural haunts, know its poses, its habits, the strength and poise of its wings, of its head, its neck, its beak and its claws, as well as the blending shades and colorings of its feathers., The perfect commercial printer or advertiser must know all that it is possible to know of the business that he is to serve and of its demands as well as be a master of his art. Printers are not perfect, but vastly many more approach perfection now than a score of years ago. The highest touch of art is the touch of inspired truth in all its perfections and relations. The artist printer, or advertising expert, sees and interprets those things in his subjects and their relations to the wants and desires of possible users and buyers, that are not seen at all by the laymen until interpreted by the artist.

* * *

We are gratified to present, this month, biographies and opinions of the members of the new Executive Committee of the National Editorial Association as to the work to be undertaken during the coming year. The symposium will be continued in the October issue with articles by Mr. E. H. Tomlinson, of the Daily Record, Morristown, N. J., and Mr. Frank Roderus, of the American Sugar Industry, Chicago.

The views and plans given by members of the committee and by President Oswald, promise much for future accomplishment along practical lines and open the way for suggestions by all delegates, members of the association, editors and publishers, who have at heart the future usefulness of this organization, that for nearly three decades has been working for the good and upbuilding of the American press and the improvement and advancement of all the members thereof. This association is not made up simply of the delegates who attend, but of the members of all the associations represented therein. Every delegate represents twenty-five members of the affiliating organizations, and the voting privilege is based on such representation. A change of the constitution was made at the Detroit convention, two years and more ago, providing for an individual membership, but the representative character of the association was not eliminated, and at the convention in Colorado Springs, this year, the delegate feature was emphasized and restored to its former position as the basis of the organization.

The newly created National Council of the association is made up of one member from each affiliating association, thus securing an active representative of the national body in every subordinate or affiliating organization of editors or publishers, to look after the affairs of the National Association, to see that delegates are chosen, and to give information and to help in extending and carrying forward the proposed business features that were urged at the organization of the national body nearly thirty years ago, and are now in a fair way to be adopted and carried out.

From our viewpoint, President Oswald and Executive Committeeman Hotaling are in error, when, in their respective communications, they severally speak of the membership of the association as individual, and, unintentionally, minimize its representative character. Every delegate at a convention should be figured as representing twenty-five publications. On this basis, an attendance of two hundred and fifty at a convention represents a membership of six thousand two hundred and fifty, or about one-third of the newspaper publishers of the United States. Sometimes one man represents an entire association of one hundred or more members. In the early days, the basis of representation was one delegate for every fifteen members of affiliating organizations, and the body, as was then thought, became unwieldly, in view, especially, of the extensive entertainments and extended excursions. At San Francisco, where there were over six hundred in attendance, the representation was changed from the basis of fifteen to twenty-five members. Under the interstate railroad regulations, by which every delegate was compelled to pay in cash instead of advertising for railway transportation, attendance decreased; still the aggregate representation was large. At Guthrie, Okla., in 1905, under President W. W. Screws, lately deceased, the voting strength of the convention was three hundred and eighty-nine, representing a membership of over nine thousand. At the convention at Seattle in 1909, when an excursion was taken to Alaska, involving a heavy traveling expense, the voting strength of the convention dropped to two hundred and thirty-four, and at New Orleans, only six months after the Seattle convention, the voting strength was two hundred and nine, with two hundred and sixty-three in attendance — that is, under the delegate plan, about five thousand publications were represented. At the last convention the voting strength of the convention, partly under the individual membership rule, was one hundred and seventy-six. The fact was made apparent that many of the affiliating bodies had reached the conclusion that delegates were not to be sent, and hence took no steps to be represented at the convention. It is evident that the representative plan, followed for twenty-five years, is the more efficient, and that the cause for the decrease in attendance for the past few years must be accounted for otherwise than by any fault in the representative character of the organization. Much depends upon the officers, their ability, zeal and efficiency, and much good will come from the new plans being inaugurated by the new and widely known president and the able members of the new executive committee, and especially by a thoroughly representative program and broad, persistent advertising, aided by the work of Secretary Shlosser, who has proved his ability. There should be a thousand delegates at the next convention, and no branch of the newspaper or periodical publishing business should be without full and worthy representation. The National Printer-Journalist will do its best, and we are glad of the spirit manifested by those who are to be in charge. The leading men in the newspaper field have been represented on the programs and in the conventions in the past, and we want to get back to the good old days, in this regard, and to realize all that has been hoped and waited for during all these years of practical helpfulness along all practical business lines, as well as in the matters of improvement of methods, education in newspaper making, broadening of views by interchange of experiences and by informing travel and all the inspiring, enlightening, ennobling benefits of association, acquaintance, comradeship and friendship.

* * *

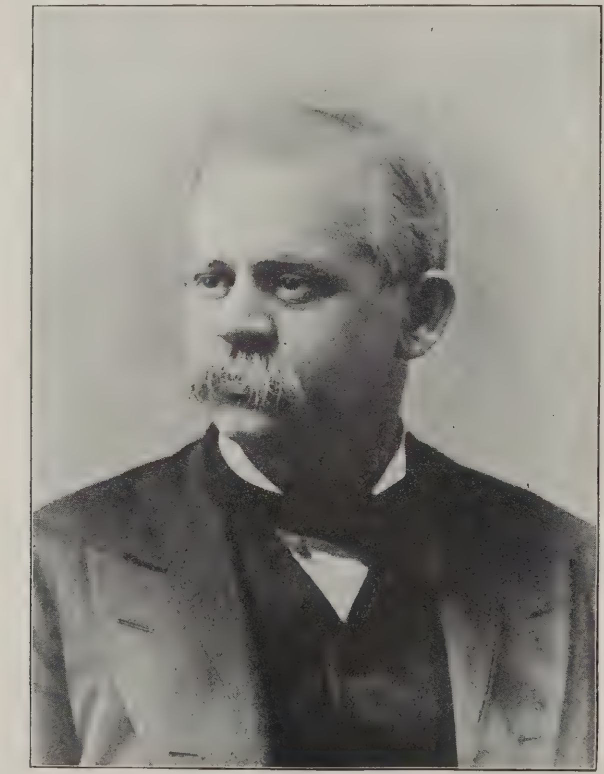
Art in printing is intended not only to please but to interpret an object or truth and to present the end or truth as desirable — the accomplishing of the latter brings pleasure and conviction. We believe in and seek those objects that bring pleasure. The revealing of our wants, and at the same time the means of supplying those wants, ever brings pleasure, and the higher and greater the wants the greater the pleasure in the revelation of the means of satisfying the same. The printer that attains to highest accomplishment along these lines has no competitor, any more than has the greatest painter or sculptor. When known, through proper publicity, which is best obtained through exhibition of his work, he does not have to seek for work among those who are informed, but he is sought after just as is the great physician or eminent advocate. Yet he is none the less subject to the law of cost, which is a law of nature. His cost, by reason of all the expenditure made in reaching perfection and all that would be required for his replacement, is higher, so that his remuneration must be greater, but the increase from his products are such as to make this higher remuneration vastly profitable.

Major W. W. Screws, Past President of the National Editorial Association, Dies at His Summer Home, Near Montgomery, Alabama, August 7

Brief Account of His Death, and Review of His Noble Life and Work and Tribute to His Character as Man and Editor, by Hon. John Dymond of New Orleans, La.

Another earnest worker in the useful field of newspaper making has passed from his labors. His work and life were known throughout the whole country, and he was honored and loved wherever known.

We were greatly saddened by the news of the sudden death of Major W. W. Screws, past president of the National Editorial Association, but accompanying the letter from Col. John Dymond, of New Orleans, bearing the sad intelligence, came such a review of the closing hours of the life and character of the deceased, who was permitted to continue in the work he loved to the very last, as to bring real consolation.



MAJOR W. W. SCREWS

No one else, outside of the Montgomery Advertiser office, at least, is so well informed and fitted to write appreciatively of the life of his friend and co-worker as is Col. Dymond, and we are pleased to be able to give the following, prepared especially for his own paper, the Louisiana Planter, to the readers of the National Printer-Journalist:

WILLIAM WALLACE SCREWS

This distinguished gentleman, perhaps better known among the editorial fraternity of the United States from Portland, Maine, to Portland, Oregon, and from Duluth to New Orleans, than any other man of the newspaper world, died at his summer home, Coosada, ten miles from Montgomery, Ala., on Thursday evening, August 7, in the seventy-fifth year of his age. His life was wrapped up in the success of his great journal, the Montgomery Advertiser, and in that vast establishment his leadership was acknowledged and friendship was all-prevailing. On Thursday afternoon, after spending the day at the Advertiser's office in Montgomery, and with a friendly "good bye, boys," Major Screws stepped into his automobile for his ten-mile trip to his country home, which he soon reached, and after dining he chatted pleasantly with his family and in his usual amiable and animated manner maintained a spirited conversation. Shortly after this he complained of some personal discomfort, but appeared to rally, assuring the members of his family that he was all right, but within another hour he was dead from heart failure.

Major Screws had been identified with the Montgomery Advertiser as writer, editor and proprietor for fifty years, and he died in the harness, right in the field of his work. The shock to his immediate coadjutors in the Advertiser came so suddenly, so unexpectedly, that his fellow editors, in their beautiful editorial tribute to his memory, as published in the Montgomery Advertiser of Friday morning, were practically overcome by their overwhelming sorrow, and yet outlined the career of this distinguished lawyer, soldier, editor and leader of men.

Major Screws went from northern Alabama to Montgomery some fifty-five years ago, as a young lawyer seeking a field wherein to develop his talents. He was a man of sterling integrity, a man who consciously would never do any wrong to his fellow man. This made it somewhat difficult for him to succeed in politics as an active partisan. He always strove to do exactly what was right. His reputation stood high among his fellow men on that account, and when he made any declaration it was believed. For four years during the civil war he served in the Confederate army. It was largely his clear brain, dauntless courage and his untiring devotion to duty that led the people of Alabama successfully through the contest against carpetbag control, scalawag and negro government. It is said and believed by those most familiar with those sorrowful days in Alabama's history that Major Screws and the Montgomery Advertiser had more to do in rescuing Alabama from the spoiler and invader than all others combined. His great journal, the Montgomery Advertiser, will stand as a monument to his memory for many years to come.

The National Editorial Association, composed of editors from all portions of the United States, organized in New Orleans at the Cotton Centennial Exposition in 1885, became a great national organization, bringing many hundreds of the editorial farternity together annually in various parts of the United States, and among all these Major Screws was a great favorite and was elected to the presidency of the organization in 1904. His gentle manner, his evident integrity, his clear memory of past events and his good judgment as to the present and future, excited comment among all he knew. He was a delightful conversationalist, and wherever he went his company was at once sought. The National Editorial Association, bringing together editors from all parts of the country, did great good in the dissemination of a friendly feeling between the various sections of the federal union, and in this Major Screws was a most prominent factor. Whether the members met at New Orleans, La., or Asbury Park, N. J., at St. Augustine, Fla., or Portland, Ore., at San Francisco, Cal., or Boston, Mass., the same set of men came together to the extent of several hundred, and there was a dissemination of good feeling that impressed itself upon all of the membership, and that feeling is maintained to this day, and nowhere will the death of Major Screws be more deplored than among these old and numerous friends of his of the National Editorial Association. We shall cherish his memory as long as we live.

✣ ✣ ✣

ANOTHER FORMER ILLINOIS EDITOR AND MEMBER OF NATIONAL EDITORIAL ASSOCIATION PASSES ON

Cad Allard Is Suddenly Stricken with Death at His Home in Chickasha, Oklahoma

WHILE sitting on his porch at his home in Chickasha, Oklahoma, the night of July 29, Mr. "Cad" Allard, a widely known newspaper man, was taken with severe coughing. His son heard him and rushed to his aid. He found his father gasping for breath and carried him into the house, but within fifteen minutes Mr. Allard died in his son's arms.

Mr. Allard had been ill for months, but had attended to his duties as editor of the American at El Reno, Oklahoma, until within a few weeks previous, when warned of his critical condition and that he must have rest and care, he returned to his home. He had seemingly gained in health and had planned to take up newspaper work at home.

The day of his death, Sunday, he had attended church and was feeling better, partaking of the evening meal with his family at six o'clock. There were no unfavorable symptoms until the last. Death was attributed to abscess of the lungs.

His name was Henry Clarence, but he was known all over the country among newspaper men as "Cad" Allard. The Shawnee (Okla.) News-Herald of July 30 gave the following brief account of his life:

"Henry Clarence (Cad) Allard died Tuesday, July 29, 1913, at 11 p. m., at his home in Chickasha, Okla., after a brief illness.

"Cad Allard was born in Virginia, Ill., August 31, 1854. He was the son of Col. L. S. Allard, who died two years ago at Hot Springs, Ark.

"Cad was connected with his father when only a boy in running the Virginia (Ill.) Courier, and since then has owned and published papers at Hot Springs, Ark.; Fort Smith, Ark.; Beardstown, Ill.; Lebanon, Ill.; Wellington, Kan.; Oswego, Kan.; Enid, Okla., and Chickasha, Okla. He was associated with and had charge of the editorial department of the Guthrie State Capital during the first state campaign, and up to a few weeks before his death was the editor of the El Reno American, which position he was forced to give up on account of illness, going to his home in Chickasha, where he passed away July 29.

"He was for a number of years the secretary of the Chamber of Commerce at Chickasha, Okla., and was also secretary of the Chamber of Commerce at Checotah, Okla. He was for several years secretary of the Illinois Press Association. Mr. Allard went to Washington, D. C., seven years ago on the statehood special, and was taken ill while there, having to remain several weeks a very sick man, and had never been a strong man since. He was known as a strong and able editorial writer. Politically he was a republican and his editorials were without fear or favor. He was a practical newspaper man and had many warm friends here in Oklahoma as well as in other states in which he has made his home.

"He was a brother of Lou S. Allard, of Shawnee, and often visited here. He leaves a wife and three children, Chester, aged 17; Merle, aged 12, and Catherine, 3 years. His mother, Mrs. S. F. Allard, of Quincy, Ill., and six sisters and two brothers."

Mr. Allard's first independent newspaper work was at Beardstown, Ill., where he settled on reaching manhood, and became editor of the Star of the West and attained a prominent place in Illinois journalism. He moved to Enid, Okla., in 1902, and became one of the founders and the editor of the Daily Eagle of that place, but he sold his interest in the paper and moved to Chickasha in 1905.

The Chickasha Express, in speaking of Mr. Allard's character as an editor and a man, sets forth the following characteristics that were ever recognized among newspaper friends in Illinois and which he maintained throughout his active and useful career:

"His capacity for work was amazing. He wrote vigorously and interestingly on a wide range of subjects and his writings were always uplifting in nature. An optimist by nature, he constantly preached hope, faith, enthusiasm, good-will and human brotherhood. A man of few faults and many virtues, his influence in every community was always for good."

The National Printer-Journalist, some six years ago, took occasion to call attention to Mr. Allard's work in Oklahoma, and to commend his methods, his enthusiasm, his optimism, his good-will and his sympathetic, earnest fraternalism, his genuine human interest, all so essential to the full, worthy success of an editor. "He loved his fellow men."

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CHARLES H. GALLION, DECEASED

Mr. Charles H. Gallion, editor and proprietor of the Calumet (Chicago) Index, passed away Saturday evening, August 9, after an illness of only ten days.

Mr. Gallion was long and favorably known in printing and newspaper circles, having been at one time secretary of the Chicago Ben Franklin Club. He was a highly respected member of the Calumet Ben Franklin Club, and President of the Cook County Press Club.

The funeral was held from his late residence, 11924 Yale Avenue, Chicago, Tuesday, August 12, and was very largely attended.

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PRINTERS' PROVERBS

A compositor is known by the window sill he keeps.

The lad with the closed mouth and open ears becomes the best workman in the shop.

A new broom sweeps clean — except in the hands of the printer's devil.

The cover of the hell-box hides a multitude of sins.

Successful printers make errors — unsuccessful ones repeat them.

Let the customer make your prices and he'll make your profit also.

ROSCOE E. HAYNES.

Fairport, N. Y.

WHEN "NEWS" IS SCARCE — SUGGESTIONS

There are but few people today who do not realize that the financial success of any periodical, whether monthly, daily or weekly, depends to a large extent upon its value as an advertising medium. It is also an accepted fact that to be of any value whatsoever in this particular, the publication must contain a proportionate amount of well-prepared matter of information, education or news interest to one or more classes of people.

In the field of home-newspaper publishing, it is the latter — the news element — which must be supplied, and with unfailing regularity, often in direct competition with the large city dailies whose glaring headlines and sensational descriptions of commonplace incidents make the truthful reports of the home paper seem tame and uninteresting to certain classes of people.

Many conditions exist in most country offices which make it next to impossible for the editor to produce a "bang-up" newsy paper at all times, and when the inevitable "dry" spells come, he is seldom loath to fill the yawning space with "boiler-plate" and — we blush to say it — even dead ads are often inserted to make the forms come together! There may be some excuse for such methods, but what can be expected in the way of advertising rates when such conditions are so frequent that even the advertisers detect the slim showing on the local pages and by a little investigation learn the truth concerning the "padded" display columns.

"But I can't MAKE the news," says the hard put editor-man. True enough, but in nine cases out of ten, the local paragraphs and small items (which are really the life of all local papers) may oftentimes be greatly improved upon by skillful handling.

Mayhap a visitor from a distant city is mentioned. Ordinarily this note might be good for two or three lines, but when news is scarce it behooves the editor to dig beneath the surface and see what may make the simple statement of more interest locally. Perhaps the city has recently been the scene of flood or conflagration. Possibly the party was a former resident or is combining pleasure with business in the trip; sometimes a few paragraphs written by the visitor describing his impressions of the town or its apparent needs or advantages may be of interest to the local readers.

Sometimes in his reportorial ramblings the editor may learn of a farmer, business man or tradesman, who, coming from another section of the country, can give an interesting account of the methods of conducting his particular line of business in his locality, comparing it with the methods in use in the section where the paper circulates.

In their efforts to "fill space," many rural editors drift off into long effusions in which the editorial "we" is found to excess in each paragraph. It is a common error in the minds of many country editors to think that they are specially designated as moulders of public opinion! However, few of such would-be leaders are really more than apprentices at the trade and could hardly expect to become regular journeymen "moulders." Of course, the majority who read this will not agree to this statement except as it applies to "the other fellow." But remember that what the readers most require is news stories of human interest; not preachy paragraphs, for advice is more blessed to give than to receive, and the less the editor attempts to give advice, the larger will his list become.

By a little effort, therefore, it would seem that at all times the wise editor-man may fill his paper with real news and thus secure a well-earned reputation for a clean, newsy paper. Under such conditions he may rest assured that his efforts in securing a proper amount of profitable advertising will not prove futile, as, if his paper is of value to the readers, the advertiser will be quick to realize the importance of placing his message where the public is accustomed to give its attention in quest of the local news.

ROSCOE E. HAYNES.

Fairport, N. Y.

✣ ✣ ✣

Information is a good ingredient of an advertisement.

✣ ✣ ✣

FOR TRADE PRESS EFFICIENCY

Sixty Speakers of National Reputation on the Federation Convention Program

President H. M. Swetland of the Federation of Trade Press Associations in the United States announces that the program has been completed for the eighth annual convention at the Hotel Astor, New York, September 18 to 20.

Acceptances are in hand from over sixty speakers of national reputation in the manufacturing, selling, advertising and publishing fields. There will be fifty ten-minute addresses at the Editorial, Circulation, Advertising and Publishing Symposiums on vital questions affecting all those who have dealings with the business press of America.

Other features of the convention will be an exhibit of successful class, technical and trade journal advertising campaigns, a big business meeting at which will be told the inside stories of the big trade paper publishing successes and an inspirational mass meeting, with addresses by representative business and professional men on subjects of live interest to editors, publishers and advertisers.

All the regular sessions of the convention will be open, but tickets must be secured for the inspirational mass meeting. These may be obtained from any member of the federation or from W. H. Ukers, chairman of the committee on arrangements, 79 Wall Street, New York.

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Do not sacrifice sense or clearness to originality.

✣ ✣ ✣

"REST ROOM"

The Low Moor News, of Low Moor, Iowa, concerning which we have had occasion to comment favorably, at some length, is up-to-date in another matter, that of providing, like the Brooklyn Eagle and a few other papers, for the comfort of its friends and patrons.

In its issue of August first we find the following notice:

"Rest Room

"When you come to town to trade, wait for a train or transact business, you can stop at the News Rest Room, where you are welcome and free to rest, wait, or meet appointments. It is free and ladies will find a comfortable place to rest and pass the time while waiting."

It is worthy of note, too, that this kind of benevolent enterprise attracts favorable attention away from home. The copy of this paper was not sent to us by the publishers, but by A. F. Wanner, the proprietor of a leading Chicago printers' supply house, The Wanner Machinery Co., with this article marked.

✣ ✣ ✣

Don't use ornaments inside of a mortised picture.

BUSINESS MANAGEMENT

Cost Finding, Efficiency, Business Methods and Organization

ED. E. SHEASGREEN, *Editor,* 1603 MONADNOCK BLOCK, CHICAGO, ILL.

IT is with a full and complete understanding of the honor and responsibility of the position of associate editor of this valuable publication that I begin my new work.

It will be my one aim to preach for TRUTH, HONOR, FRIENDSHIP and BROTHERLY LOVE prevailing stronger among all men.

To this end my pen has always been dedicated.

That all men, in a few years, **will** practice these virtues to a far greater extent than ever practiced before, will come as the result of the cost movement that the printers have started, a movement that is destined to spread to every line of human effort, a movement that will bring harmony among all peoples of the world.

To aid in preaching this new gospel will be a pleasure and service of delight.

* * *

HE WHO JUDGES YOUR CHARACTER BY THE PATCHES ON THE SEAT OF YOUR OVERALLS, IS INDEED A LOW MINDED FELLOW.

* * *

THE "SOUR GRAPES" ORGANIZATION MAN

The "sour grapes" organization man — you meet him everywhere in organization work.

He don't come to the meetings — because **he** can't have everything his way.

If he is on a committee — **he** won't allow certain measures to be acted on, because **he** did not make the suggestions. If he is an officer **he** throws cold water on every suggestion THAT IS MADE — because it won't do any good to try it — HE knows it won't.

As an officer, the "sour grapes" man often attempts to run a one-man organization — because **he** considers no one else has any fighting blood in their veins, or does not know **how** to play politics (?).

The "sour grapes" man is everywhere, as is the jealous man, the Doubting Thomas, the "four-flusher," the "wind jammer" and the "pin-head."

There is just one thing left for the HONEST officers and members of an organization to do when they have "sour grapes" around — JUST GO AHEAD.

If mistakes **are** made — GO AHEAD.

If **all** will NOT follow **now** — GO AHEAD.

If a committee meeting **should** have been called, and has **not** been called because of "sour grapes," why, CALL the meeting anyway — GO AHEAD.

GO AHEAD ALL THE TIME.

If you don't go ahead — then you and your organization ARE SURELY GOING BACKWARD — there is no standing still for anything in this world.

If you move your organization but the fractional part of a degree — GO AHEAD.

It is better to have PULLED a load of sleepy ones a little closer to the light than to have done otherwise.

When they **do** wake up they will be in a position to see a little more of the light than if they were back where you found them asleep.

GO AHEAD — even if Sour Grapes is squeezing the acid of his mean disposition over the landscape and into the wheels of progress.

GO AHEAD to the places where his acid cannot reach and where new oils of brotherly kindness can be found.

At all times GO AHEAD.

* * *

THE EDITOR AND THE SCIENCE OF COST FINDING

The editor of any publication, no matter how great or how small it may be, holds a most responsible position in society.

He is a shaper of morals, a shaper of the destinies of a community, aye, of a nation, or a people. He must be the defender of the innocent and the unprotected. He must be the warrior — bold, courageous, valiant, ever vigilant against the wrongdoer, the hypocrite, the scorner, the seducer of the morals and the mentalities of men. He is the guardian of the welfare of those unborn, as well as of those of his day. He must be the deep student of every question that comes before a people for their consideration — so that he may direct with knowledge, truth and power that none may be led astray.

There is one great question, a new question, in fact a new science, that but few editors have ever studied as they should. If they have studied it at all, it has generally been for their own or their own profession's selfish good.

The science is the SCIENCE OF COST FINDING, a few laws about which every editor should know, and then, taking these as a base, work out into the great fields of unexplored possibilities to which it may be applied.

The few laws are as follows:

> "COST — WHAT IS COST?
>
> "COST IS NOT A LAW OF MAN, but is that great law of Nature that accounts for all losses and wastes, and is reached through her Laws of Balance, Decomposition (depreciation), Increase (interest), Distribution and Co-operation.
>
> THE LAW OF BALANCE is Nature's first great Law of Cost. Nature says that after the night must come the day, after the storm must come the calm — that where there is an outgo (expense) there must be a like income or there is a loss.
>
> THE LAW OF DECOMPOSITION is that Law of Nature that shows man how all matter changes its form back to its original state — the earth.
>
> THE LAW OF INCREASE IS NATURE'S LAW OF INTEREST.
>
> IN THE LAW OF CO-OPERATION, Nature shows how every bit of energy should move with exact precision, so that the most may be accomplished with the least possible effort.
>
> ON THE LAW OF BALANCE is based the Science of Accounting.
>
> ON THE LAW OF DISTRIBUTION is based the Science of Cost Finding.
>
> BY THE LAW OF CO-OPERATION we arrive at the height of efficiency and perfection — the sublimity of harmony.
>
> IT COSTS to maintain BALANCE, to care for DEPRECIATION (through replacement funds), to properly distribute and to have fullest Co-operation.
>
> Whether man ever gave thought to the question or not, the cost line of all effort has always existed, still exists, will ever exist.

The editor, whose publication goes to the individual, preaching only the cause of the individual, should be so well versed in this Science that he may show the individual the absolute necessity of knowing the cost of the effort put forth for bettering society. The cost of producing the human machine, the cost value of its service to society, **the cost to all** when the **individual** human machine **does not live** according to the laws of Nature — the laws of the Supreme God.

If the publication is out as a mouthpiece and guide for the home, then the editor must get every member of the home interested in these great questions.

If in the interest of schools and churches, then the cost to these organizations in producing THEIR product should be sought.

The poor farmer has a crying need of the editors of the great agricultural papers to preach to him and for him, the Science of Cost Finding, so that all farmers may know HOW to find, ALL IN THE SAME MANNER, the cost of their products, and produce — to that end that the **vast wastes** of the present methods of producing from the land may be reduced to the minimum.

Does the publication go to the shop man, the factory manager, to the mine operator? Then to those men should be given the same lessons in cost finding so that the friction and unsafe and unsound business methods that now prevail will be abandoned.

To the labor organization man, to the man in government employ, these same laws apply, and their efforts should also be measured by them.

EDITORS COULD, IN A VERY SHORT TIME, REVOLUTIONIZE the present false, base, unsafe, insane business methods of the world if they but had the proper knowledge of this new science.

There is but **one** way for editors to get this knowledge — THAT IS FOR THEM TO HAVE INSTALLED IN THEIR OWN PLANTS A COST FINDING SYSTEM BASED ON THESE LAWS, THE SYSTEM INSTALLED BY THOSE WHO KNOW **HOW,** and then, after several months' study of the conditions in their own plant, to begin studying the needs of their readers to that end that there might be put before the people in a simple and easy way, the real necessity and reason, for **all** to take over into their home and factory these great laws by which they should work and do business.

When editors have done this they will have done for society the greatest service ever performed by any body of men.

THE SHERIFF'S HAMMER RATTLES!

By Ed. E. Sheasgreen

I

Only a Wrong Font Letter
Is found in the Great White Sheet
And a Perfect Job goes glimmering
To where the Devils meet!
The Devils meet!

II

Only a Smutted Paper,
Or an Offset dim, yet bold —
But the Printer Boss sees Trouble
Loom up in the Distance cold!
The Distance cold!

III

Only a Poor Boss Printer,
Plugging along in a Rut
So deep, he can't see Cost Light —
And both of his eyes are shut!
His eyes are shut!

REFRAIN

He steadily loses pennies
In Time, and then in Stock,
Till the Sheriff's Hammer Rattles,
And stops the Old Print's Clock!
And stops the Old Print's Clock!

* * *

"THE END OF THE RUN"

By Ed. E. Sheasgreen, Formerly Secretary Ben Franklin Club of America

Time waits for no man. Six months to Nature is just about a half a thought of a half a wink. Yet in man's measurement of time five months bring to pass in his affairs many great and vital things.

In the last five months there has happened for the printers of this country a most important event — two old master printers' organizations have passed away, and from them there has arisen a newer, and let us hope it will prove a mightier, organization that in time will become one of which every man and woman in the printing industry, employe as well as employer, will be proud to know and claim allegiance.

But to get these results means that every officer and member must work in complete harmony, that every employer must win the respect of his employes by teaching all of them everything possible about cost finding, estimating, selling and efficiency. Likewise, every employe must win the honest regard of his employer by putting forth every effort possible to attain the highest efficiency.

The new organization cannot accomplish what it has set for its task in one, two, or three years. There will have to be changes made time and time again in the law, and among officers to fit the ever changing needs of the industry — but if the organization is at all times governed by broad-minded men, PROGRESSIVE MEN, men who can see into the future and build accordingly, then, and only then will the United Typothetae and Franklin Clubs of America begin to be the right kind of an organization.

Organization work is the great work of the hour. No matter in which direction organization effort is put forth, it must be done by men honest in their endeavors and who are willing to build the organization up by hard, steady work — rather than by hot air or sky-rocket effects. Labor builds sky-scrapers and all the wonders of man. Hot-air blisters and rockets go up with a flare and come down like a stick.

To have been connected with the National Ben Franklin movement from the start, from its birth — when the fire of the new thing made men's blood surge with a zest that is beyond the telling — that was one thing.

To have been connected with that same movement when, because of organization necessities, it became absolutely necessary to see and to help the Ben Franklin Club of America to come to a point where "good-byes" had to be said as it passed out of existence — that is a point where men's minds and hearts became far different than when this old organization was first started. To have been connectd with the movement in its last days — ah, that was another thing.

As secretary, it has been my lot — and as short as has been the stay, I would not have missed the experience for anything — to have been connected with the good old Ben Franklin Club of America, in its last and somewhat trying days. There was not a moment to spend in idleness. Really the five months have gone as a day. By correspondence and otherwise new friends have been made and a chance given to study men and things from new angles.

I find that cost study is still the great crying need, and is being pursued every day by more and more printers — East, West, North and South. Estimating, selling, and plant efficiency are also topics of earnest discussion the country over. To get a newer and completer harmony between the shop and office — the employe and employer — there is also a movement on that is gradually winning, and with a few cities following the "Omaha" spirit more could be accomplished to overcome foolish prejudices than anything else.

Yes, to have been connected in this movement even for a short time at the "end of the run," so to speak, has been a pleasure through and through, and with no regrets that the work was undertaken.

The uplift of the trade — of all the trades — has been a work of intense interest to me, and viewing it from every conceiveable angle it must be said the printer does NOT know the tremendous movement he has started. To be in that movement somewhere, administering to the needs of the printer employer and his employe, or to the employer and employe of some other industry, is my own desire. And so, thanking every officer and member of the good old Ben Franklin Club of America for their more than loyal support, I wish them, and all who make up the new organization, a God-speed, and extend to them a handclasp across the miles.

* * *

AD-SELL BOOK

By B. B. Herbert

Through the courtesy of President C. R. Trowbridge of the Dodge Manufacturing Company, of Mishawaka, Indiana, we have received a copy of the Ad-Sell Book showing "who is who" of the membership of the Ad-Sell League, and containing many valuable contributions from members of the League and others on things pertinent and more or less vital to the modern profession of advertising in its various aspects and branches.

The book, designed and printed by the Sutcliffe Printing Company of South Bend, Indiana, is a credit to that establishment, and it furnishes pleasing and abundant proof that the good and artistic designers and printers of books are by no means confined to our large or metropolitan cities. The book is "copyright, 1913, by Ad-Sell League."

This league is composed of sales promoters, advertising counsellors and managers, and presidents of printing and manufacturing concerns in the cities of Lansing, Battle Creek, Niles, St. Joseph, Benton Harbor and Dowagiac, Mich.; Michigan City, La Porte, South Bend, Mishawaka, Elkhart, Goshen, Nappanee and Kendallville, Ind., and of Chicago, Ill., with headquarters at the Oliver Hotel, South Bend, Ind.

An examination as to the manufacturing and printing establishments of these cities of Michigan and Indiana, will bring a surprise in their numbers and extent, to many who have been accustomed to think that the great factories and printeries are confined to the great cities. This is merely by the way.

President Trowbridge, in a card of "Greeting," in place of a preface, on the front page, modestly states that "The book is published for distribution among those identified with the organization * * * a means for showing faces for closer relationship and a sort of reference when the present becomes the past and you and I are trotting grandchildren on our knees — simply a part of our educational plans of placing at finger tips data that may help in further development along advertising selling lines."

These pleasing and profitable objects will certainly be accomplished, but there is much more in the publication that is of the broadest and highest value to all advertisers and printers. "The collection of information and inspiration with a bit of fun and philosophy thrown in — the whole from men of wide information, furnishes a brand of practical knowledge," furnishes very much information, the value of which, for study and reference, cannot be overestimated.

The halftone portraits are excellent and convey the impression that these live men who are engaged in advancing good advertising are worthy of their high calling. The thought of the pleasure to be derived from the looking over such a work, in after years, is worth considering by the active members of all such organizations who are worthily co-operating in organizations, conventions and other good works.

We are sometimes, when engrossed with the activities of life, careless about preserving books, journals and other publications that will, in the future, awaken happy memories and bring back the friends of the past. A well-stored memory is not only a power but affords a constant feast that cheers and sustains, revives and strengthens in days of absence or loneliness. Memory, however, needs help and suggestions as to the past; with such proper aids the whole flood of past associations, endeavors, achievements and pleasures light up mind and soul and enable one to live again with the friends that have gone and to enjoy all the glad experiences glorified by the magic touch of time, of the years that have flown. This may be sentiment, but sentiment is the inspiration of life.

In a very entertaining article by Elbert Hubbard on "Literature and Advertising" the startling statement is made that "There are now upward of twenty-thousand men in America preparing advertising copy. Some of them command salaries of princely magnitude, say a thousand dollars a month, and there are a dozen or so whose figure is just an even hundred dollars a day."

Mr. Hubbard refers, of course, to more or less professional ad writers who make the preparation of advertisments a business. There are a hundred thousand people, more or less, who are preparing their own advertisements. Mr. Hubbard says, "Good literature is an advertisement, and all advertisements well written are literature."

Unfortunately for both publishers and advertisers, all advertisements are not well written. Not all advertisements are well or properly displayed or illustrated. The useful study of the Ad-Sell Book, and the application of the truths, principles, suggestions and examples contained, will help very materially in these three particulars.

The other topics covered, that afford an education in their mere enumeration and consideration and that contain a world of information and inspiration in their treatment by the able, experienced, practical men who are the writers thereof, follow:

"Trade-marks and How Not to Have One," by Hon. Edward S. Rogers of the Chicago Bar; Adscripts, Chester Reese; "The Social Service of Advertising," by Dr. Walter Dill Scott, Director of Psychology, Northwestern University; "The Human Appeal in Copy," Wilbur D. Nesbit; "Doing It Like Kelly Did" (tells by example of the power in salesmanship of pleasing personality and the gift of being entertaining), by David Gibson; "Evidence of Accomplishment," by Edward S. Babcox, "The Woman in Advertising," Alice Hubbard; "Efficiency in Advertising," Herbert N. Casson; "Use of Slang in Copy," George Ade; "Retail Advertising," Julius Schneider; "Personality in Copy," R. R. Shuman; "Horse Sense and Hard Work," Bert M. Moses, former president Association of National Advertisers; "Questionable Advertising," Harry D. Robbins, chairman National Vigilance Committee of A. A. of A., 1911-1913; "What Organized Advertising Means," George W. Coleman, president Associated Advertising Clubs of America, 1912-1913; "Definite Circulation Information," R. O. Eastman, Advertising Manager Kellogg Toasted Corn Flakes Company; "Good Business Letters," R. E. Harris; "The Past, Present and Future of the Form Letter," Tim Thrift; "Making a Market and Holding It," J. George Frederick; "Morals in Advertising," E. St. Elmo Lewis; "Advertising Light of Business Economy," Arthur Brisbane, of New York Evening Journal; "Sound Logic in the Big Spread," E. LeRoy Pelletier, advertising manager Maxwell Motor Car Company; "Picture and Lecture Publicity," Edwin L. Barker, International Harvester Company; "Vitality Copy," D. Herbert Moore, Chief of Copy, Taylor Critchfield Corporation; "Influence of Color Upon the Eye and Mind," Gustav W. Klaw, president Klaw-Van Pieterson-Dunlap Co., Milwaukee; "Organization; What It Means to Advertising," L. C. McChesney; "The Farmer and the Ads," Walter Jacks; "Wedding of the Merchant and the Manufacturer," H. Walton Heegstra; "Some New Applications of Advertising," Herbert S. Houston; "Making Advertising Science," William H. Ingersoll; "What Printing Has Done to Boost Advertising," C. E. Kimball; "From the Artist to the Plate Maker," R. L. Huehne; "Knowing How to Save a Plate," W. D. Baker; "Preparation and Correction of Copy," Ellsworth C. Hazel.

These topics can well be studied as an analysis of very much that enters into or is vitally essential to good, effective advertising. It is often not so much a lack of knowledge or ability as it is neglecting proper attention to all elements that enter into perfect product in writing, art, manufacture, architecture or advertising, that results in failure. Careful analysis and consideration are necessary to correct synthesis, or as Sir William Hamilton long since wrote, "Analysis and synthesis are only the two necessary parts of the same method. Each is the relative and correlative of the other."

In enumerating these topics, we have afforded a pretty complete analysis, furnished the elements from which the well-informed and alert may, by study, consideration, and application, make the proper construction and build up good advertising, although the study of the thoughts and facts furnished by these or other well-informed and experienced ad writers will be an almost invaluable aid to best and highest results for business-winning efficiency.

REVIEW OF JOB PRINTING

Address All Communications to E. S. HANSON, 440 S. Dearborn Street, Chicago.

MANY of us have within us the power and ability to rise to greater heights. The only thing that is lacking with most of us is the determination to elevate ourselves. This is a noticeable characteristic of the man who essays the printing art. He often remains at the straight matter case, or on the lock-up stone, or at other routine work, simply from lack of determination to reach a higher plane in the world of labor. There are some boys who surprise us, by going opposite to the custom, and it is to these sons of thrift that is due the advanced stage of the art today.

Side by side with the man who attains to a place of dignity and power drags the man who has seen no future beyond his love for idleness, and who has tacitly given his consent to let others take his place in the race of life. This is noted time and again. Many a man who has risen from a green lad without knowledge of the industry, now is the moving spirit of the organization and has his name on the door. He worked with the determination to accomplish the seemingly impossible, while others were satisfied to remain in the rut to eke out a living.

There are more than ordinary reasons that attend such a man's rise. He has been eager, and watchful, and inquiring, and this had been his reward. It had come about only with determination to do things better than the man ahead of him.

"There are so many printers who are content, and who do not care to go outside the beaten track," said one of these successful men, with a grim smile "If I may attribute my present success to any one thing in particular, it has been to the fact that I never permitted another man to outdo me, and to labor with greater earnestness than myself. I would place myself in opposition to the best man and then work to outdo him. I noted the errors others made, and sought to avoid the same on my part. I observed the careless manner of many printers and determined to make every moment count. Not only did I watch my time during hours, but at night there were many opportunities of improving myself that did not escape me."

During this period he was formulating ideas of what constituted a modern and ideal printing establishment. He noted many evils and much waste of time that was costly to the firm — wasted by men who cared only for the pay envelope. What was desired most evolved itself into a few general principles that should be the foundation of his success as an employing printer — good light, well ventilated rooms, and modern equipment. He realized that it was a waste of time and a costly operation to seek business with old and worn out type. The equipment must be good, and there must be sufficient space for the men to work without interfering with one another. He knew it would pay better to employ several good men rather than to fill up a plant with a large number of men who were in reality a dead expense. One unsatisfactory job would be more costly to him than the hiring of several competent men. A foreman who could accomplish things with the men was the man most in demand. He should be capable himself, and this would insure a larger percentage of good work being turned out.

"It is this way," he continued; "there are some printers who are simply looking for men who will work at low wages. They hope with a good man or two, who can take care of the best work, to fill in with the low priced help to care for the inferior work. In the first place the error here is that there should be no low grade work. If a man operates a printing plant for profit he should be proud to attach his name to every job that leaves the office. Some men are averse to this, thinking that if the job is not of the higher order there is no need for the firm's name. Now you will see the fallacy of this statement. Every time you send out work, there will be some people see it who have not seen any previous work from your plant, and if the work is first class there will be a mark in your favor and the name will be noted.

"On the other hand, if there has been a lack of proper care in the job, will not the contrary be true, and the possible customer turned against you? So you see that it is an important thing to have every job turned out by you excelling, even if it is only a commonplace piece of work. The printer is judged rather severely by some, and the very job that might accidentally fall into the hands of the man whose business you desire, is that which you would prefer him not to see. He will be pretty apt to judge all of your work by that sample. The argument that I have always made is that if anything is worth doing at all, it is worth doing well."

How many printers ever consider this point when turning out work? Are many of them not a little careless where the job is an inferior or low cost one? It is astonishing how artistic a commonplace job can be made where there is an effort to accomplish real results.

"The appearance of the shop, not only to the public, but as an incentive to better work on the part of the men," continued our printer "has been one of the principal aims I have had in view. Make the surroundings at least respectable, and there will be far more accomplished. You will find, unfortunately, some printing establishments that are very lax in respect to their offices. The men will not do as good work where there has been insufficient attention to this detail. With good equipment there should be light, air and healthful surroundings. This insures a better grade of printers and also a better day's work. It is environment that has so much to do with the accomplishment of the men.

"Many of the reforms that I speak of are possible even with the man who operates a centrally located plant. You will note that our plant is surrounded with other large buildings, and still we have ample light, our ventilation is good, and the sanitary measures in our toilets and wash rooms are of the best. There is not a word of complaint in this way, and there is a day's work done here by every man. This is something that we demand, and if a man cannot live up to our rules, there are others who will be glad of the opportunity to do so. You see we keep a waiting list of men who are eager to come here. Our reputation has gone forth among the men and there is an eagerness to work in a plant that looks after the welfare of the employees while exacting in turn a day's work from them.

"We have found that it makes possible a much larger profit to treat the men with human consideration. We have made rules, but these are based on the idea that there is demanded between employer and employee a clear understanding and a definite object for which to work."

✣ ✣ ✣

The Ludtke Printing Works, Maukesan, Wis., sends a high school publication which is as pretentious as the annuals of some of the colleges. Put a board cover on it and it would pass inspection anywhere. The only defect I notice is that the plates on pages 34 and 35 face the wrong way. Perhaps it might be as well to repeat here the custom in regard to plates, tables, etc., which run up and down the page. If these occur on the left-hand page (as they should preferably), they should have the bottom toward the middle of the book. If two of these occur on opposite pages they should both run the same way — that is, the left-hand one with the bottom toward the middle, right-hand one with bottom toward outside margin — though the old custom was to have both of them toward the middle, thus making it necessary to turn the book around when looking from the one to the other. In the case of a plate or table occuring on the right-hand alone, it may be placed either way.

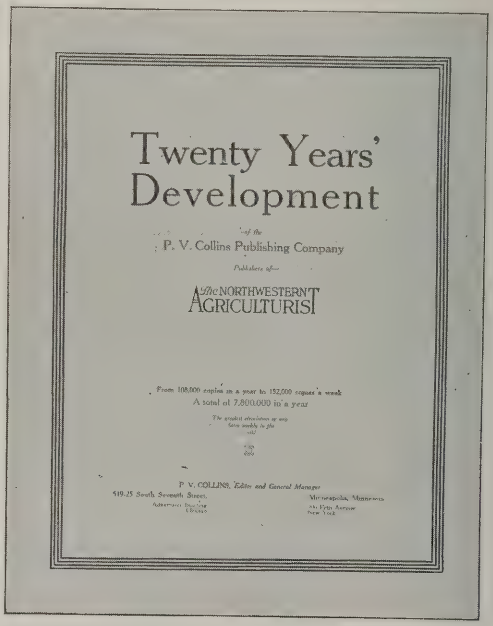
The advertisements in this annual are unusually attractive. I have noticed especially the one for your own print shop, containing a half tone of a group of your work which, I believe, appeared originally in this department. The book would be improved by some printing on the cover.

✣ ✣ ✣

The Matthews-Northup Works of Buffalo — and other places — had produced the latest piece of work to come from the Northern Pacific Railroad. It is a delightful portfolio of views of the Yellowstone Park.

✣ ✣ ✣

I have been glad to see an effectively printed book from the P. V. Collins Publishing Company of Minneapolis, entitled "Twenty Years' Development." Mr. Collins and his Northwestern Agriculturist have become deservedly famous in those twenty years.



Twenty Years'
Development
of the
P. V. Collins Publishing Company
Publishers of —
The NORTHWESTERN AGRICULTURIST

From 108,000 copies in a year to 152,000 copies a week
A total of 7,800,000 in a year

P. V. COLLINS, Editor and General Manager
519-25 South Seventh Street, Minneapolis, Minnesota

✣ ✣ ✣

Will A. Borland, who used to contribute to this department from Nemaha, Neb., writes from Brush, Colo., where he is working with Edw. H. Madison on The Brush Tribune. He sends a four-page general store announcement which is rather above the ordinary for this class of work. It is in two colors, on a fair grade of book paper, and a uniform series of type is used for display throughout. All the pages are very effectively arranged.

* * *

"The Monotype" is a new house organ, devoted to that indispensable adjunct of the large print shop. The first number is dated April, but for some reason it did not get to my desk until a couple of weeks ago. It is 16 pages and cover — the latter in two colors. Of course it is monotyped — every bit of it.

VOL. 1 APRIL 1913 NO. 1

MONO
TYPE

A Journal of Composing Room Efficiency

LANSTON
MONOTYPE
MACHINE
COMPANY

PHILADELPHIA

"THE word Monotype means much more than the name of a machine; it includes a complete system of composing room practice based on the work of the Monotype both as a composing machine and as a type caster."

* * *

The Franklin Engraving Company, Chicago, has moved into its own new building at 720-734 South Dearborn Street, and this event has been made the occasion for the issuance of a handsome souvenir booklet illustrating and describing the building itself. "The Book of the Building" is the title which is embossed in gold on the cover. In the opening page the new structure is summarized this way:

> Without, our new building is a work of art; within, a paradise in arrangement and appointment; withal, an edifice unique in design and decoration; one of the show places of Chicago; probably the only building of its kind in existence. Planned in its entirety by Franklin minds to fit Franklin needs and conform of Franklin ideals, the structure is an unusual example of commercial architecture; a work shop in a sense, but more particularly a place where Franklin heads, hearts and hands work together for your good, and ours; the idea that made the building possible and a reality.

* * *

A catalogue of high grade and yet not beyond the reach of the average business man, is one produced by the John C. Burmeister Printing Company of Chicago for the Greenduck Company, master crafters in metals. Each page has a background in green tint, which is remarkably effective in unifying the pages and reducing cuts of varying sizes and types to a harmonious whole.

* * *

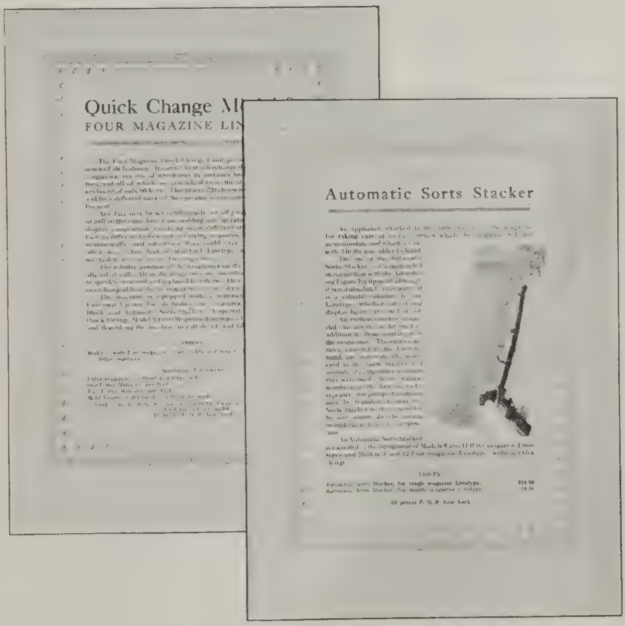
Here is a cover which pleases me. It is gray melton stock, printed in dark gray with the cut of the press in black. The inside pages are also a delightful combination of high grade engraving, composition and press work.

THE SWINK

MANUFACTURED BY
THE SWINK PRINTING PRESS CO.
DELPHOS, OHIO U.S.A.

* * *

A 52-page book about the linotype, set on the linotype and printed by the Mergenthaler Linotype Company, is one of the star specimens this month. No time or expense has been spared to get the illustrations to tell their story forcibly — and this adds much to any printed matter. The main body of the printing is in a strong black, with border rules and ornaments in olive green tint.



Quick Change M
FOUR MAGAZINE LI

Automatic Sorts Stacker

* * *

I feel as though I had missed much by not seeing earlier issues of The Andersonian, published by Anderson's Print Shop, Sacramento, Cal. And as this is the beginning of Vol. IX, I have missed a great many. It contains a bunch of good, live matter. The display pages are well done indeed. The reading pages adhere rather closely to the linotype, but are very good at that.

✣ ✣ ✣

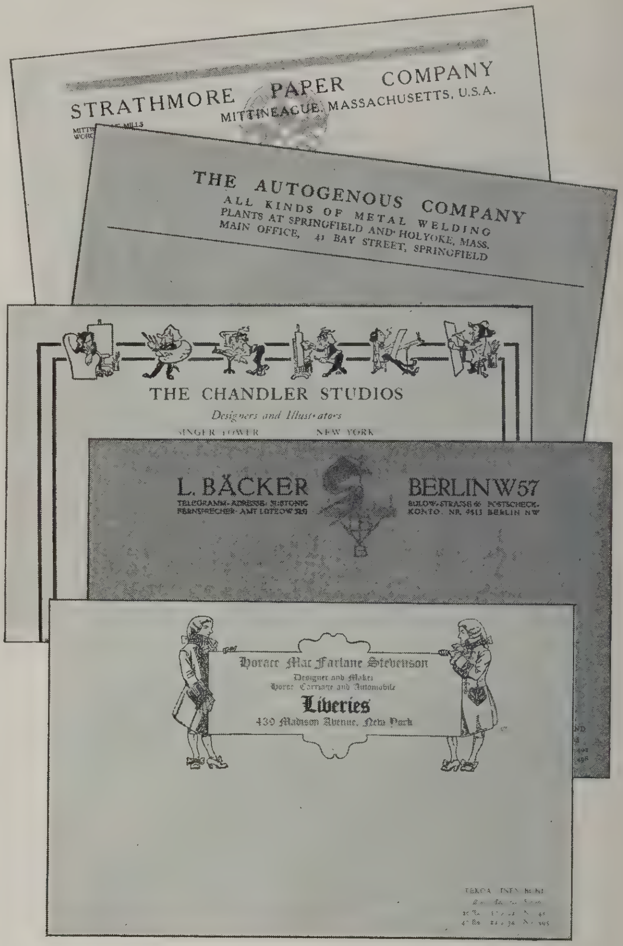
The Charles Francis Press of New York is to be complimented on a little piece of publicity printing recently issued, the same being a booklet entitled "A Feather in Our Cap." This title is displayed artistically on the cover, but the feature which catches the eye is the exemplification of the title in a cap of Scotch plaid design embossed on the cover, with a genuine little, red feather stuck upon the band. This is the kind of work which does not reach the waste basket in a hurry. And the title is so appropriate, too; for the booklet is devoted principally to fac-simile letters from customers who cannot forbear to express their delight with the service of this well-known printing house.

✣ ✣ ✣

To J. W. Willis of Irvington, Ky., I would say that the card with the initials and rule in color is by far the best. The rules under the name should be of a lighter face, however. The letter head would be much improved with the larger type, as you suggest. The line "Ground to any degree of fineness," is too large and its connection with the lines above it not quite close enough. The main trouble with the check is an effort to make it conform to a stock cut. Better leave the cut out and give a neat type display.

✣ ✣ ✣

These letter head designs are taken from a sample book of Tekoa linen bond, sent out by the manufacturers, the Strathmore Paper Company, Woronoco, Mass. I do not know whether they are reproductions of actual jobs, or mere fancy creations. At any rate they deserve to be put into circulation.



STRATHMORE PAPER COMPANY
MITTINEAGUE, MASSACHUSETTS, U.S.A.

THE AUTOGENOUS COMPANY
ALL KINDS OF METAL WELDING
PLANTS AT SPRINGFIELD AND HOLYOKE, MASS.
MAIN OFFICE, 41 BAY STREET, SPRINGFIELD

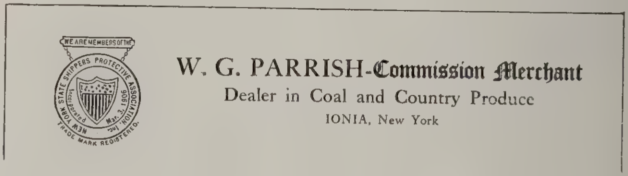
THE CHANDLER STUDIOS
Designers and Illustrators
SINGER TOWER NEW YORK

L. BÄCKER BERLIN W 57

Horace Mac Farlane Stevenson
Designer and Maker
Horse Carriage and Automobile
Liveries
439 Madison Avenue, New York

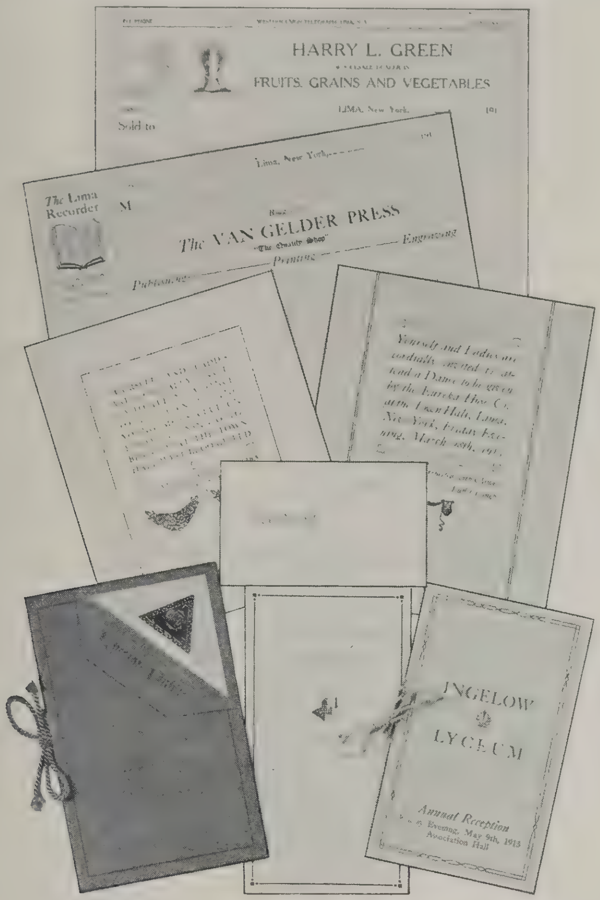
✣ ✣ ✣

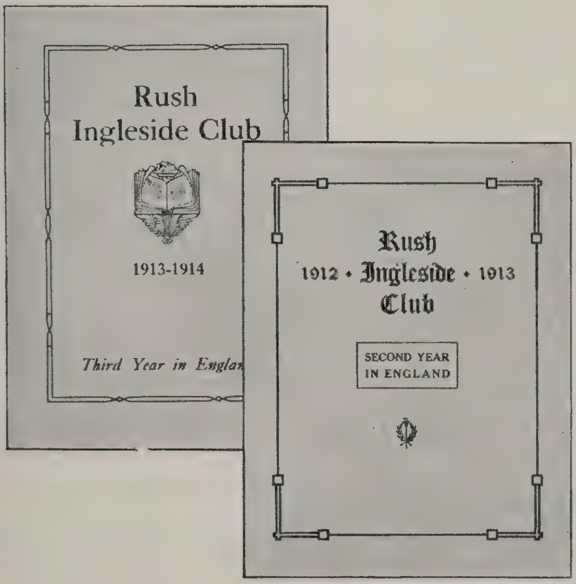
If men like F. A. VanGelder, of the VanGelder Press, Lima, N. Y., knew how I appreciate their work and enjoy looking it over, they would send in more of it. That Parrish letterhead has interested me greatly, and I believe it is a type of design which is destined to become quite popular, or at least deserves to do so. The combination of two styles of type in one line is not only an easy way out of a sometimes difficult problem, but it can be made to work for real artistic merit. If I had been doing the work I should very likely have used italic in place of the text letter, but there is no authority for declaring that this would have been any better than the present arrangement. The emphasis placed on the name of the town by setting it in capitals, while the name of the state is



W. G. PARRISH-**Commission Merchant**
Dealer in Coal and Country Produce
IONIA, New York

in upper and lower, is also a pleasing innovation. The second thing to catch my attention has been the two program covers for the Rush Ingleside Club. I am very pleased to note that the most recent one is far and away the better of the two. In fact, the first of these covers I consider the poorest of the jobs sent in, while the later one is one of the very best. It is so well balanced and everything about it is in perfect harmony. Almost every other job sent is worthy of special mention, but I shall have to show some of them and let that suffice.





Rush
Ingleside Club

1913-1914

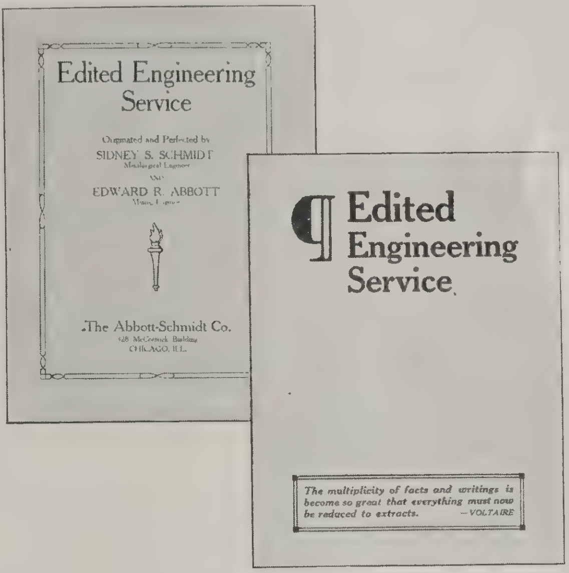
Third Year in Englan

Rush
1912 • Ingleside • 1913
Club

SECOND YEAR
IN ENGLAND

✣ ✣ ✣

Here are the cover and title page of a little booklet sent out by the Abbott-Schmidt Company of Chicago which are of unusual merit. The stock used is India tint and the colors of ink are black and red.



Edited Engineering
Service

Originated and Perfected by
SIDNEY S. SCHMIDT
Metallurgical Engineer
AND
EDWARD R. ABBOTT
Mining Engineer

The Abbott-Schmidt Co.
328 McCormick Building
CHICAGO, ILL.

¶ **Edited**
Engineering
Service.

The multiplicity of facts and writings is become so great that everything must now be reduced to extracts. —*VOLTAIRE*

✣ ✣ ✣

My own office is seven or eight miles from the main office of the National Printer-Journalist, so that I cannot keep my finger on the make-up of this department as closely as I should like. On this account an error will once in a while creep in, as this letter from Ernest E. Adams of Toronto will show:

> I received my National Printer-Journalist today, and when I turned to the review of specimens I got quite a shock to see my group of work on page 323 credited to "Brown Printing Company, Denver," though the text matter spoke of the work as being produced by me at the Toronto Y. M. C. A. printing department.
>
> The caption under half-tone is very misleading, as most of the specimens are Y. M. C. A. work.
>
> Now, to account for those other specimens "supposed to be from Denver and Pittsburgh." I am a student of the I. T. U. course of instruction and on different occasions send my problems in for review. These are some of them.
>
> I hope you will rectify this error in your next issue by giving me credit for the complete group, as I can assure you I feel proud of it. I might add that I was also the pressman on all this work.
>
> I wish to thank you for the most favorable comments you have given my work in this and past issues.

In another letter received previously, Mr. Adams tells some interesting things about the work he is doing. He says:

> I wish to thank you for that reproduction and most favorable comment on my specimens in the March issue of National Printer-Journalist. You may be sure I feel proud of the display.
>
> I have been in charge of the printing department of Broadview Branch of the Y. M. C. A. for about six months. Our plant consists of one 10 x 15 Gordon, wire stitcher, three double frames and one cabinet. We have only a few faces of type (and that is all that is necessary), but

plenty of each series. I work mostly with Cheltenham and Old English, together with two or three metal borders, brass rule and a few ornaments.

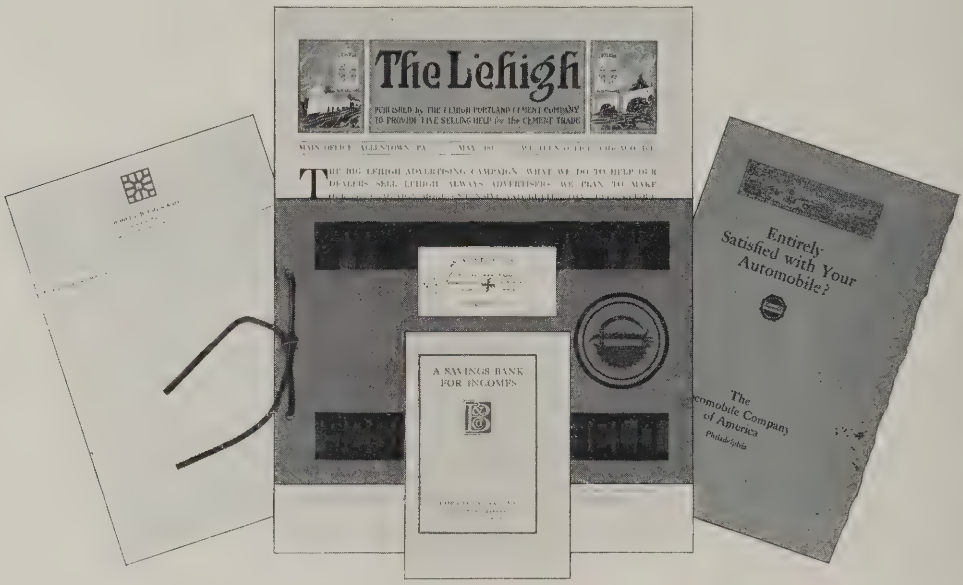
The work done in this department is practically all for the one branch, for (sorry to say) the Central Y. M. C. A. does not seem to see the advantage of having a printing department in Y. M. C. A. work.

I have one apprentice who does the feeding, and also works on the case. I mix all my colors and do the make-ready, and this one press is kept running on an average of about six hours out of eight.

* * *

W. Arthur Cole is a printer that any concern might be proud of. He is with the William F. Fell Company of Philadelphia, and produces some of the high grade printing for which that company is famed. One of his jobs which would attract attention anywhere is a booklet for the Sebago-Wobelo Camp, a camp for girls up in Maine. This place seems to have a decided Indian flavor, and this idea is carried out in the printing. The stock is Kraft brown, of separate sheets tied together with a leather thong, and the cover is printed in Indian design and colors. Almost every sheet carries an illustration from the camp, "staged" to imitate the life of the Indians. These illustrations are tipped on, being printed in sepia on India tint stock.

The little leaflet entitled "A Savings Bank for Incomes" would be a creditable representative of any financial institution, while the Cridland stationery has a decidedly professional touch. The Lehigh house organ is designed and made up with unusual care.


The Lehigh
PUBLISHED by THE LEHIGH PORTLAND CEMENT COMPANY
TO PROVIDE LIVE SELLING HELP for the CEMENT TRADE
A SAVINGS BANK FOR INCOMES
Entirely Satisfied with Your Automobile?
The Automobile Company of America
Philadelphia

* * *

ENGRAVINGS AND ENGRAVINGS

Contributed by Gatchel & Manning, Philadelphia

Men, as a rule, are not prone to analyze their sensations. They are pleased or displeased with something. That ends it. They do not dissect their impressions to discover whether or not some one feature of the subject under consideration has produced the realized effect.

This may be proven with various illustrations. One goes to the theater to see (and hear) a comedy. He laughs heartily at the humorous by-play and the shafts of wit, and afterwards gives those uttering them credit for the cleverness of the aptly turned phrase or the unexpected rejoinder — frequently he fails to dissociate the part actually contributed by the actor from that which was furnished him by the dramatist.

At the seashore on a balmy summer night, with the moon shining, the waves lapping the shore and her beside him, he hears the band or orchestra play a certain piece of music; all the surroundings have attuned him to the proper receptive mood. Yet ever afterwards that musical selection will have a fond place in his memories, more so perhaps than its intrinsic merit justifies.

Instances might be multiplied, but our present application of the principle is this: Do printers realize that their output makes an impression as a whole? That the first glance creates either a favorable impression or the reverse? There is but little likelihood of its being given a careful analysis and the various good and bad points compared and credit given accordingly.

If it be illustrated, for instance, with halftones which are "smudgy," will the observer study out that the printing is good considering that these particular engravings were not suited to the paper? If engravings from retouched photos show evidence of hasty or inaccurate work, will he stop to figure that perhaps the limitations of price prevented more careful work?

Perhaps! But not if he is the average busy man — John Doe printed that? John Doe, therefore, is or is not a good printer, as the case may be.

Ample evidence in the shape of printed matter can be found to show that the same degree of care is not exercised in the selection of engravings as is devoted to the designing and harmonizing of the other elements entering into the completed order.

Pictures have an universal attractiveness that causes them to figure more largely in the comparative attractiveness of a folder, booklet or catalog than may seem justifiable to the printer as compared with those parts which seem most important to him — his appreciation of the little niceties of type forms, composition, etc., is not shared by the average man.

All of which simply indicates the necessity of the printer's planning the style, grade and finish of engravings with at least as much care as he devotes to those parts with the technique of which he is entirely familiar.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

Among printers and newspaper makers this is, so to speak, the cost-seeking age. So far as the printers and newspaper makers are concerned, there's a reason, as usual, and that reason is simply sheer necessity. The printer-journalist has been forced to look to the cost of production in his own business by the steady rise in price of all materials that enter into it, which has left him at the month's end without the sufficient wherewithal with which to meet his business obligations.

Newspaper makers as a rule are an intelligent class of men. They follow a vocation that requires expensive years to master. They use dear machines and employ costly materials in the manufacture of their product. And yet, for years and years, they have been supplying their fellow beings with one of the blessings of civilization at the smallest margin of profit—in fact, frequently at a positive loss.

But, thank heaven, at last their intelligence, which so long has been devoted to the interests of others, is becoming sanely engaged in the welfare of their own calling, and now the secret is coming out as to why so many who have labored long and faithfully in so honorable a profession have died poor.

They failed to count the cost.

However, although this secret is easily discerned by a thoughtful person, to find the cost, while a seemingly simple problem, seems to puzzle some folks — seems to even befuddle the reasoning powers of some members of this very wise class of men to which I have alluded, if one is to judge from the fallacious findings of Brothers Morrison, Whiting and Roe, who constitute the committee on investigation of the cost of advertising, appointed by the Minnesota State Editorial Association.

In commenting on the work of these three well-meaning gentlemen, the July American Bulletin says:

> "The committee found that all methods of computing advertising cost agree on finding the gross cost of the advertising by deducting from the gross cost the receipts from legals, locals and subscriptions. Not all methods do this in the same way, but the final result is the same in all. There is really no good reason for this, except that it gives the display advertiser the lowest possible rate."

I quite agree with the Bulletin editor, in that there is certainly no good reason for doing this — subtracting receipts from legals, locals and subscriptions from the gross cost — and I really do not consider the exception cited as a good enough reason to prove the rule. It is, in fact, no reason at all. When we start forth to ascertain a rate based upon the actual cost of production, we are bound to get lost at once, if we permit in the least degree the thought of how we can favor a certain class of customers to govern our conclusions. And we are certainly worse than lost if we try to get at the cost of a thing by considering the amount of revenue derived from some branch of the thing considered, and by subtracting those receipts from another set of figures representing a cash outlay. One is more apt to get at his profits by that process than at his costs.

When it comes to finding the cost of newspaper advertising, Brother W. R. Hotchkiss, manager of the Dunn County News, Menominee, Wisconsin, has expressed the whole truth in a simple, concise article in the Publisher's Auxiliary of July 26. It is possible that many of my readers may have seen that which Brother Hotchkiss wrote.

In short, the meat of this Wisconsin editor's logic is simply this: Finding the cost of newspaper advertising is like finding the cost of any other job of printing. One must take into account the cost of composition, stock, press and bindery work, including folding, wrapping, mailing and postage.

We find the cost of composition by the actual record of the time required. The cost of the space occupied by the advertising matter is just what fractional part it is of the whole stock used. And just so with the press and bindery work. The cost of these must be on the same ratio. For instance: In an eight-page paper, the cost of the stock, press and bindery work, in a full-page advertisement, is one-eighth of the whole cost of the one edition of the paper. And, of course, to find the cost per inch, one needs only to divide the total advertising cost by the number of inches used.

By following this sane and simple method of cost-finding, I am sure it will not be necessary to resort to any mysterious figure-juggling, such as the subtraction of receipts from any source, for receipts clearly have nothing to do with costs. Moreover, according to this method, I dare say, no one will be puzzled because the flat rate for space appears to come out practically the same in small, medium or large newspapers; for as a matter of fact, that is not so, simply because the cost of publication differs in different offices and is materially affected by the size of sheet used, and other causes, such as the speed of the compositor, wage scales, etc. This method of cost-finding, which Editor Hotchkiss has so plainly exploited in the Auxiliary above referred to, does not direct the cost-seeker to do anything without reason, and therefore the results are correct and accurate, because to seek and find the cost of any production is simply and purely a process of reasoning from start to finish.

That the aforesaid Minnesota Editorial Association committee has taken an erroneous view of the subject proves out, I think, by their own figures, when they attempt to show that the flat advertising rate, based upon their system, for the three classes of Minnesota papers, varying from a six-column quarto on ready-prints with a 400 circulation, to an all home-printed twelve-page sheet with a circulation of 3,000, varies very slightly, with that of the middle class the lowest. Brother Hotchkiss neatly exposes the erroneousness of this phase of the matter by this iluustration:

> "Is it any wonder that this same committee reported that by their system they had discovered that the cost per inch of producing advertising was practically the same on newspapers of small and large circulations? A moment's reflection on the part of any printer will be enough to convince him that this cannot be so. It certainly costs more to produce 10,000 circulars than it does to produce 1,000. Yet, by Mr. Whiting's method, this fallacy might be proven, because the method itself allows the cost of advertising to fluctuate, according to the amount received from 'legals, locals and subscriptions.' Suppose the receipts from 'legals, locals and subscriptions' should be sufficient to pay the entire cost of production. Then the cost of advertising would be 0. Divide this by the number of inches used and the cost per inch would be 00."

However, in conclusion, allow me to add that, while I am satisfied that Brothers Morrison, Whiting and Roe have come wide of the mark as yet in their findings as reported to their association, yet their efforts are doubtless honest and must eventually swing around toward the truth, and in the meantime must result in much good, too, even if it is only to arouse interest in this all-important subject of the cost of newspaper advertising.

* * *

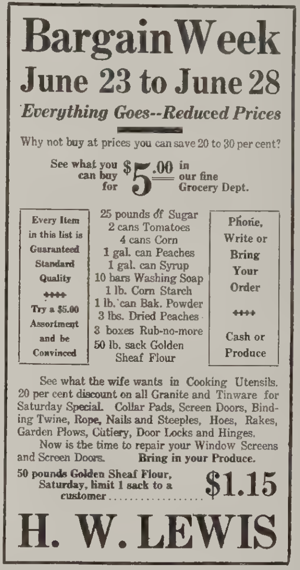
Worth, Mo., June 26, 1913.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: Here's another bunch for criticism and a photograph of the office in which they were produced. Any criticism you may feel like giving will be appreciated, for, while I try and put out as good a newspaper as possible considering that this one is published in a town of only 200 people, I fully realize that you are fully capable of telling me wherein I am wrong, aside from the first page ad, which I know is not where it should be.

Sincerely yours,
D. C. SIMONS.

Brother Simons' paper, the Worth Tribune, is in several respects a highly creditable sheet—especially so as emanating from so small a town; but I need not look further than the first page for plenty of features that need improving, aside from the displayed ad thereon, which the brother has kindly advised me he knows is not where it should be. In the first place, the title line on this page is too widely spaced, and the period on the end is a blot that hurts my eye. It is certainly not useful and quite as certainly not an ornament. The line below the title, "A dollar a year—why pay more," is somewhat too loud to strike my fancy. The face is all right, but a type half that large would be quite as readily read and much more artistic. Then the date line and head rules occupy altogether too much space to give a neat appearance. Suppose the space above and below between the date line and the rules were reduced at least a pica, and the "Number 16" (spelled out) placed at the extreme right-hand end to balance "Volume 1" at the opposite end of the line, don't you think, Brother Simons, that the result would be well worth the trouble? Nextly, permit me to call attention to the headings on this page—those of four decks, I mean. The initial stair-step couplet should be written in lines of somewhat greater and more equal length. And I would prefer less white space between decks, and care should especially be taken that greater space is not given below a line than above it, which easily occurs where the type's shoulder is not calculated on. But in spite of these strictures, which are offered kindly, that the Tribune may improve, I must commend the tasteful agreement in evidence between the title line on this sheet and the faces used not alone in the headlines, but predominating in the displayed columns as well, which is a subject I hope to enlarge upon more fully elsewhere during the course of this



Bargain Week
June 23 to June 28
Everything Goes--Reduced Prices

Why not buy at prices you can save 20 to 30 per cent?

See what you can buy for $5.00 in our fine Grocery Dept.

Every Item in this list is Guaranteed Standard Quality
++++
Try a $5.00 Assortment and be Convinced

25 pounds of Sugar
2 cans Tomatoes
4 cans Corn
1 gal. can Peaches
1 gal. can Syrup
10 bars Washing Soap
1 lb. Corn Starch
1 lb. can Bak. Powder
3 lbs. Dried Peaches
3 boxes Rub-no-more
50 lb. sack Golden Sheaf Flour

Phone, Write or Bring Your Order
++++
Cash or Produce

See what the wife wants in Cooking Utensils. 20 per cent discount on all Granite and Tinware for Saturday Special. Collar Pads, Screen Doors, Binding Twine, Rope, Nails and Steeples, Hoes, Rakes, Garden Plows, Cutlery, Door Locks and Hinges.

Now is the time to repair your Window Screens and Screen Doors. **Bring in your Produce.**

50 pounds Golden Sheaf Flour, Saturday, limit 1 sack to a customer **$1.15**

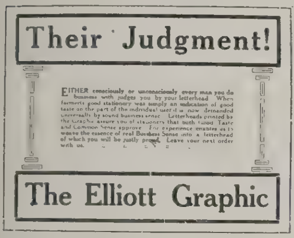
H. W. LEWIS

No. 1

month's installment. The Tribune surely gets a liberal advertising patronage and the ad man treats the copy creditably. First, he has a good line of type to work with and then he appreciates proper display and the value of adequate white masses and margins. One of his most artistic examples is shown herewith as exhibit No. 1. The Tribune has a good array of contents and the presswork is above reproach.

✣ ✣ ✣

And here is an interesting bunch of ads again from O. E. Booth of Elliott, Iowa, from whom we have heard before. I will reproduce a trio of them, exhibits 2, 3 and 4. The first is after a rather unusual style of design — a style in which Brother Booth likes to indulge — and truly not a displeasing one. The second is one of the architectural ads which never will go out of style, I suppose. The fact that this is an ad for the jobbing department of the Graphic makes it more than mediocre in interest.

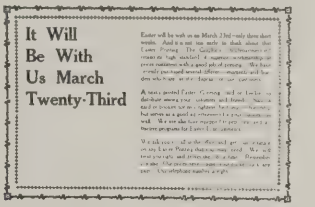


Their Judgment!

EITHER consciously or unconsciously every man you do business with judges you by your letterhead. When formerly good stationery was simply an indication of good taste on the part of the individual user it is now demanded universally by sound business sense. Letterheads printed by the Graphic assure you of stationery that both Good Taste and Common Sense approve. For experience enables us to weave the essence of real Business Sense into a letterhead of which you will be justly proud. Leave your next order with us.

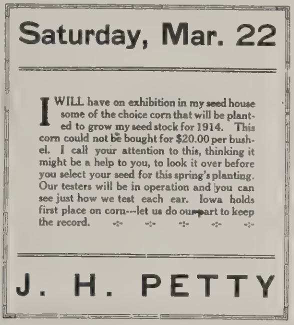
The Elliott Graphic

No. 2



It Will Be With Us March Twenty-Third

No. 3



Saturday, Mar. 22

I WILL have on exhibition in my seed house some of the choice corn that will be planted to grow my seed stock for 1914. This corn could not be bought for $20.00 per bushel. I call your attention to this, thinking it might be a help to you, to look it over before you select your seed for this spring's planting. Our testers will be in operation and you can see just how we test each ear. Iowa holds first place on corn---let us do our part to keep the record.

J. H. PETTY

No. 4

It is very neatly treated in detail. The last is a good ad, but the sharpness of the Gothic lines does not harmonize at all with the pleasing roundness of the Cheltenham. The abundant white space in these ads is their strongest feature—and they are strong in other respects, too.

✣ ✣ ✣

Carrollton, Ill., August 2, 1913.

Mr. O. Byron Copper, De Soto, Wis.

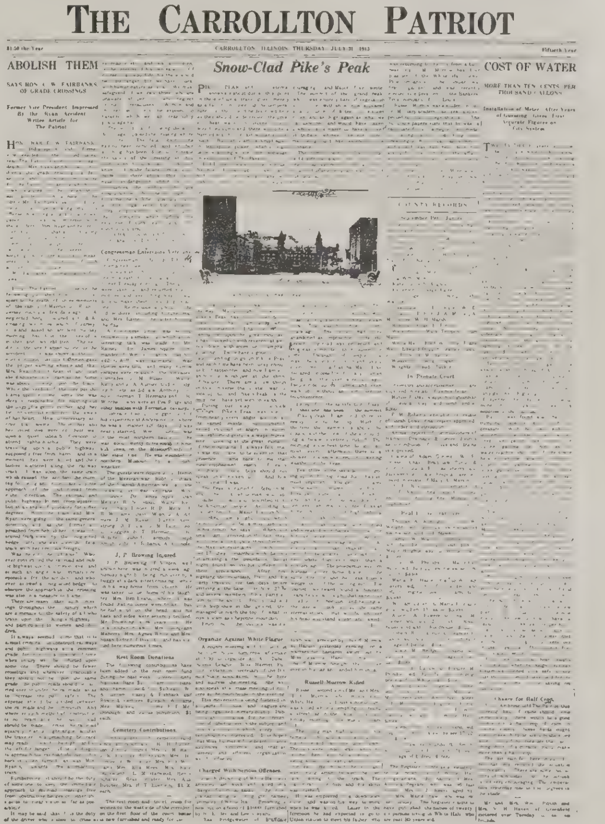
Dear Sir: Last winter you gave The Patriot a very flattering notice in your department, making one criticism of the paper's heading — that it did not harmonize with the rest of the paper. Later I asked you to suggest a suitable heading, but failed to send you a paper for you to base your suggestion upon. Since then, in getting a machine and a new dress, I ventured to select a heading that I thought ought to harmonize. Under separate cover I have mailed you copies of The Patriot with the new dress and heading, enclosing also a copy of the old heading.

The new type is Century Expanded, and the paper heading is Century Expanded Bold. The various heads in the paper are also of the same family. You will notice from the comments of some of my exchanges that they do not like the new head, and I should like your candid opinion.

Wouldn't that subject of harmony in newspaper headings and of the printed page in general be a good subject for an article in the N. P.-J.?

Yours truly,
CHAS. BRADSHAW.

Brother Bradshaw should worry about what those fellow editors of his have said about his new head! His new Carrollton Patriot in the new dress and the new headings and the new title line is so far above the old that there's really no comparison from an esthetic point of view, or any other kind of point of view. In fact, the Patriot in the new outfit is just as nearly ideal as it is possible to have a home weekly, which I hope to demonstrate by reproducing the delightful front page. (Exhibit 5.) I once got into a squabble with Brother Woodworth, of another department in this magazine, by insisting that a newspaper should be a harmonious creation from front to back; but in spite of the earnest line of argument advanced to the contrary, I'm of the same opinion still—and I think this front-page reproduction is quite sufficient justification of my stand. If it is not, then let me show also this lately received copy of the Barnhart Flyer—which is little less perfect than the Patriot, although produced under the ideal conditions of a typefounder's office. (Exhibit 6.) A few years ago — when I first got my fingers into printer's ink — job compositors as well as ad men thought they couldn't produce a piece of work of any merit at all, unless they had at



THE CARROLLTON PATRIOT

$1.50 the Year CARROLLTON, ILLINOIS, THURSDAY, JULY 31, 1913 Fiftieth Year

ABOLISH THEM

SAYS HON. C. W. FAIRBANKS OF GRADE CROSSINGS

Former Vice President Impressed By the Ryan Accident Writes Article for The Patriot

Snow-Clad Pike's Peak

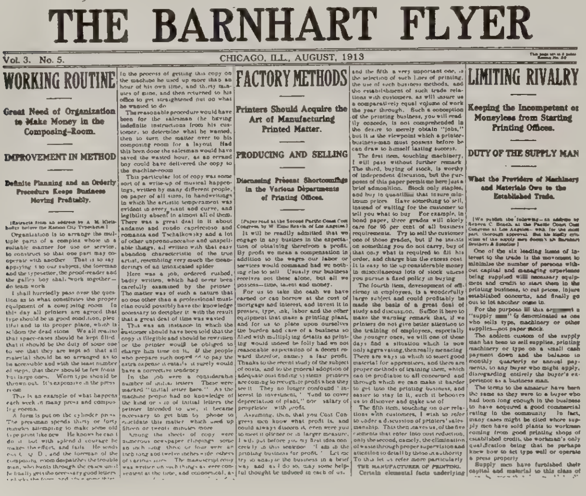
COST OF WATER

MORE THAN TEN CENTS PER THOUSAND GALLONS

Installation of Meter After Years of Guessing Gives First Accurate Figures on City System

No. 5

least a half dozen different faces represented therein; and they would have been shocked indeed had one dared to suggest the setting of a specimen in a single series. They would have told you that the result would be extreme monotony, and that is just about what some newspaper makers think when one suggests uniformity of typography for newspapers today. And some advertising men, like Brother Woodworth, will cry that you will thus destroy individuality — but they're wrong — just as wrong as the printers of the old variety days were in their belief in the necessity of many different faces. Harmony and simplicity are the two greatest elements in good printing, I don't care whether it is a high grade job or a newspaper, and in just the degree that the various faces in an entire newspaper agree or harmonize, the paper has a high grade appearance as a whole. And in this modern age of type families the possibility of falling into the rut of monotony or annihilating the individuality of an advertiser is practically precluded. The fact that some of Brother Bradshaw's fellow publishers in Illinois do not like his taste as displayed in the new title for the Patriot is not surprising. No improvement was ever perpetrated in the world that met with everyone's approbation. Human beings are creatures of habit. They become accustomed to a thing and it is almost impossible to change them. And just so with regard to newspapers, as I have observed a hundred times during my personal experience as a newspaper maker. For years the old head (exhibit 7) has appeared on the Patriot's front page. Exchange editors have grown accustomed to it; it has become habitual with them when sorting over the exchanges to expect that homely old title. And now that things have changed, although the change is a decided improvement, every time the other editors run over their pile of exchanges and happen on the Patriot the altered aspect gives their sensibilities a sudden start or shock, just as one experiences on meeting abruptly with a strange face where an old one was anticipated. But they will all get over this in time, Brother Bradshaw, and let us hope, will live to see the day when they will wonder how in the world they ever had a preference for the antiquated old heading which you have killed.


THE BARNHART FLYER

Vol. 3. No. 5. CHICAGO, ILL., AUGUST, 1913

WORKING ROUTINE

Great Need of Organization to Make Money in the Composing-Room.

IMPROVEMENT IN METHOD

Definite Planning and an Orderly Procedure Keeps Business Moving Profitably.

FACTORY METHODS

Printers Should Acquire the Art of Manufacturing Printed Matter.

PRODUCING AND SELLING

Discussing Present Shortcomings in the Various Departments of Printing Offices.

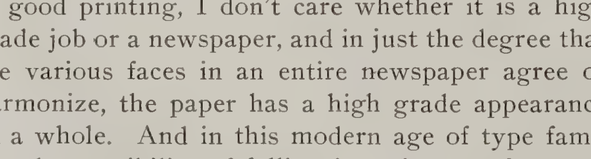
LIMITING RIVALRY

Keeping the Incompetent or Moneyless from Starting Printing Offices.

DUTY OF THE SUPPLY MAN

What the Providers of Machinery and Materials Owe to the Established Trade.

No. 6


The Patriot.

$1.50 a Year CARROLLTON, ILLINOIS, THURSDAY, JUNE 12, 1913. Vol. 50, No. 12

F. ACHENBACH DIES

OBSERVE CHILDREN'S DAY.

NO REST FOR WOMEN

COUNTY BOARD VOTES AGAINST REST ROOM

COUNCIL GETS BUSY

ADOPTS SIDEWALK ORDINANCE AND WATER MAIN EXTENSION

No. 7

⁂

Dawson, N. D., June 17, 1913.

Mr. O. Byron Copper, De Soto, Wis.

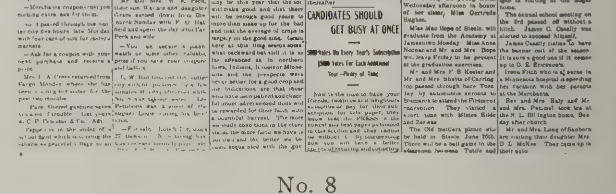
Dear Sir: I have mailed you under separate cover copies of The Press and if you see fit and have the space to spare would be pleased to see your criticism of the same in the N. P.-J.

The issue of July, 1912, is a fair sample of the paper before I assumed the management on February 1, this year. I am somewhat handicapped in gathering local news by the animosity which the former proprietor stirred up.

I am the "whole cheese," editor to devil, and have no assistance, so go as far as you like when you start to find fault. I know there are faults, but I like to have someone else point them out.

Fraternally,
E. D. HICKS.

The improvement, particularly in a typographical way, since Brother Hicks assumed control of the Dawson Press is conspicuous. And, what is more gratifying, the Press seems to have caught the habit of improving from week to week ever since the new proprietor got hold of it. As a result at present there isn't so very many faults to be pointed out. When the issue before me was printed (last June) Brother Hicks' paper was an all-home-print folio; but since then, if plans have not "gang aglee," it has been enlarged to a quarto publication, with ready-printed interior. The first page is neatly gotten up, as the accompanying reproduction will prove. (Exhibit 8.) The editor evidently takes great care in the writing and composition of his heads and he also has a highly commendable appreciation of the beauty of balance in makeup. In fact all the mechanical work is done with apparent skill and a close attention to details. There is the Dakota spirit


The Dawson Press

DAWSON'S FOREMOST NEWSPAPER

Dawson Will Be What You Make It. Start Now And Make It Right.

Official Paper of Kidder County, Where Nature Smiles. All Home Print.

VOL. 3 NO. 1 DAWSON, N. D., THURSDAY, JUNE 12 1913 $1.50 A YEAR

THE WEEK'S DOINGS IN THE BUTTER CITY

Interesting Bits of News About The Metropolis of Kidder County

LOOK ON THE SUNNY SIDE

Queenly North Dakota More Than Holds Her Own With The Best of 'Em California Not In It.

MINN. WINS RATE CASE

2 Cent Fare To Be Restored Shortly Rate Decision Sustained After 5 Year Struggle

CANDIDATES SHOULD GET BUSY AT ONCE

KIDDER COUNTY, WHERE NATURE SMILES

News of The Week in Neighboring Villages by Our Correspondents

STEELE ZEPHYRS

No. 8

of a booster breathing through the editorial columns — through every column, for that matter, and withal, the Press is a very creditable little home weekly.

✣ ✣ ✣

If one has a hired man, it isn't wise to do all the hard work oneself, I'll agree, and it must have been something of such a thought that prompted Editor B. B. Herbert of this magazine to forward me the following letter from the managing editor of the Christchurch, N. Z., Press, together with the contributions referred to therein. The job of examining such a number of such ponderous publications, critically, so that one may write intelligently about them, has taken me several hours, and yet, in spite of the interest I have felt in the scrutiny, I do not feel competent to offer an adequate review. The following is the letter: (I refrain from mentioning the writer's name merely because of the fact that I have been unable to decipher the signature, or find it printed in any of the specimens at hand or upon the stationery heading. I shall have to pass it up to the compositor:)

Christchurch, New Zealand, April 14, 1913.

B. B. Herbert, Esq.,
Editor National Printer-Journalist,
Ravenswood Station, Chicago, Ill., U. S. A.

Dear Sir: I think I recently wrote you with respect to an article in your February issue. I have since received and read with pleasure your March number. I have been reading in this your criticisms on various newspapers in the United States and it occurred to me that copies of the papers we publish might in some small measure interest you as specimens of the leading papers of the Dominion of New Zealand.

I do not think we have reached the standard in the art of advertising that exists in America, England and other older countries, but the business people of these islands are becoming educated, and the army of ad writers is increasing all the time. The result is that the style of ad carried by the ordinary daily newspaper is being bettered every day. Of course, in our special issues, such as the Christmas number of The Weekly Press, for instance, the setting of the advertisements is more closely studied.

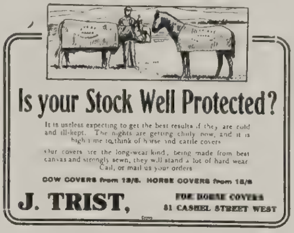
I am sending you by this mail copies of our publications, The Press, daily morning; The Evening News, daily evening (latest edition 8 p. m. on Saturdays); The Weekly Press, every Wednesday, and last year's Christmas number of that journal.

Should you care to offer any criticism such would be welcome, and should you reproduce in the N. P.-J. the first pages of any or all of our papers, I should be very glad to have the blocks (after you have finished with them) at the trade figure.

With the best of wishes for the continued success of your excellent magazine, Yours faithfully,

F. SELIG.

As I have confessed above, my interest during the examination of these specimens of New Zealand newspapers has reached a high pitch. In fact, had I been less interested (and less conscientious in this work as well) the task of criticising these contributions might have been dispensed with greater dispatch; but New Zealand as a country has itself always claimed more than an ordinary interest from me, and to have placed before me representative periodicals from that dominion is fascinating. As a consequence, I have pored over the pages, perusing even the "Country Correspondence," as it is headed, scrutinizing the want ads, and taking a look at practically everything the sheets contain. I do not seem to have received the same papers mentioned by the correspondent in the forgoing letter, that is, I have found no Christmas special, although there is a copy of a souvenir number issued last April 16. If I am not mistaken the regular edition of the Weekly Press is more like our farm journals in America — not particularly so in regard to contents, but in style, shape and size. One issue of the weekly consists of some 98 pages of five columns of about 17 inches each, including a cover and an illustrated section on coated paper. This illustrated section contains countless half-tones of noted people, places and things of interest to New Zealanders and Englishmen — and Americans, too — and it is really gotten up in attractive shape, the printing of the cuts having been well executed. The weekly is bound by wire staples, saddle-back style. Its contents are entirely too extensive to describe. They seem to cover everything from the world's news and the news of the dominion, to stories, jokes, farm and dairy notes, commercial items and the advertising, the last named, so far as I can see, being quite on a par with weekly newspaper advertising in the United States. This is true, perhaps, more as regards quality than as regards quantity. Certain it is that in a weekly emanating from a city of 50,000 to 60,000 population in the United States, there would be a greater amount of advertising than is in evidence in the pages of these copies of the Christchurch N. Z., Weekly Press. Herewith are some specimens of displayed ads from the columns of these weekly editions. (Exhibits 9, 10, 11, 12 and 13.) All must agree that in point of typography —de-


Is your Stock Well Protected?

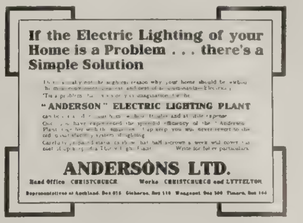
It is useless expecting to get the best results if they are cold and ill-kept. The nights are getting chilly now, and it is high time to think of horse and cattle covers.

Our covers are the long-wear kind, being made from best canvas and strongly sewn, they will stand a lot of hard wear. Call, or mail us your orders.

COW COVERS from 13/6. HORSE COVERS from 18/6

J. TRIST, FOR HORSE COVERS
81 CASHEL STREET WEST

No. 9

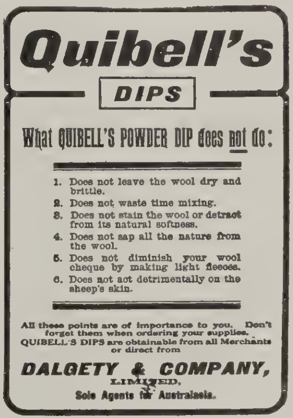

If the Electric Lighting of your Home is a Problem . . . there's a Simple Solution

"ANDERSON" ELECTRIC LIGHTING PLANT

ANDERSONS LTD.

Head Office CHRISTCHURCH Works CHRISTCHURCH and LYTTELTON

No. 10


Quibell's

DIPS

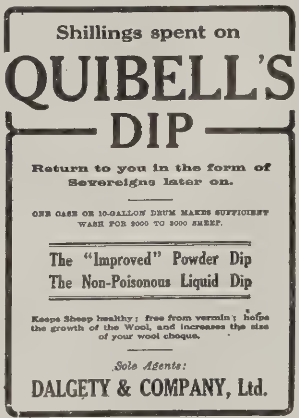
What QUIBELL'S POWDER DIP does not do:

1. Does not leave the wool dry and brittle.
2. Does not waste time mixing.
3. Does not stain the wool or detract from its natural softness.
4. Does not sap all the nature from the wool.
5. Does not diminish your wool cheque by making light fleeces.
6. Does not act detrimentally on the sheep's skin.

All these points are of importance to you. Don't forget them when ordering your supplies. QUIBELL'S DIPS are obtainable from all Merchants or direct from

DALGETY & COMPANY, LIMITED,
Sole Agents for Australasia.

No. 11


Shillings spent on
QUIBELL'S
DIP

Return to you in the form of Sovereigns later on.

ONE CASE OR 10-GALLON DRUM MAKES SUFFICIENT WASH FOR 2000 TO 3000 SHEEP.

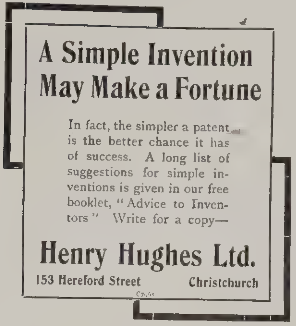
The "Improved" Powder Dip
The Non-Poisonous Liquid Dip

Keeps Sheep healthy; free from vermin; helps the growth of the Wool, and increases the size of your wool cheque.

Sole Agents:
DALGETY & COMPANY, Ltd.

No. 12

sign, display, massing — these ads are creditable examples of composition. The pages of the weekly are well supplied with patent medicine advertisements, many familiar nostrums being prominent, such as Doan's Kidney Pills, Hood's and Ayers Sarsaparilla, Beecham's Pills, Cuticura, Scott's Emulsion, etc., and many other American-made articles are represented, such as Edison's phonographs, Winchester rifles, and even this little Daisy Fly Killer on my desk here, made in Brooklyn, N. Y., has a space. The daily editions of the Press look more like newspapers — especially the evening edition, which is called The Evening News, part of the front page of which is shown as exhibit 14. I think after viewing this miniature, and also exhibit 15, (the upper half of the first page of the morning edition) the average American reader of this department will agree that, typographically, the New Zealand newspaper is far behind the newspapers of Uncle Sam's domain. The headings are faulty in every respect, resembling those to be met with in some of our most inferior country weeklies, rather than those of our newspapers in cities of any size. And what would the average American think of his morning daily if it came to him each morning with its face monopolized by advertisements such as disgrace the first page of the Press, as shown in exhibit 15? I should think the New Zealand newspaper makers might derive much benefit from a study of some of the fine American newspapers, such, for instance, as the leading New York and

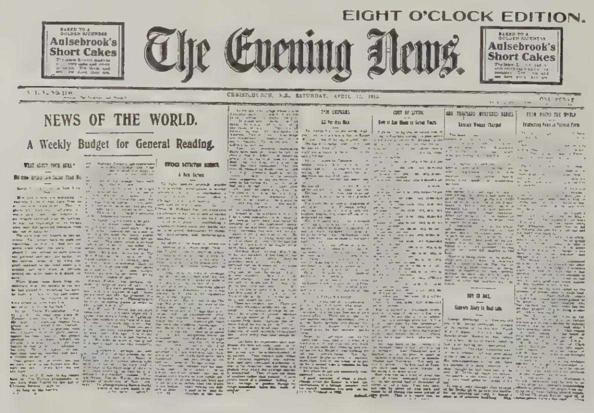


A Simple Invention May Make a Fortune

In fact, the simpler a patent is the better chance it has of success. A long list of suggestions for simple inventions is given in our free booklet, "Advice to Inventors" Write for a copy—

Henry Hughes Ltd.
153 Hereford Street Christchurch

No. 13



EIGHT O'CLOCK EDITION.

Aulsebrook's Short Cakes

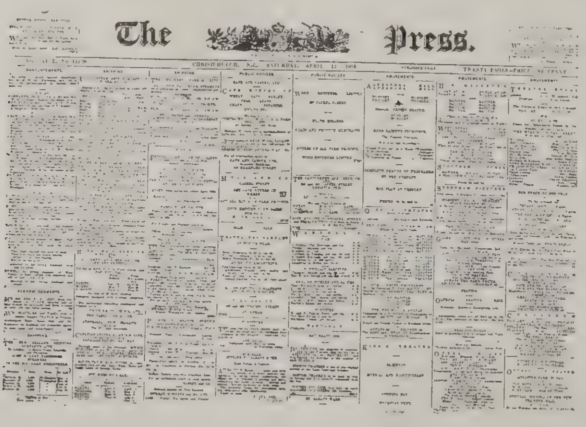
The Evening News.

Aulsebrook's Short Cakes

NEWS OF THE WORLD.

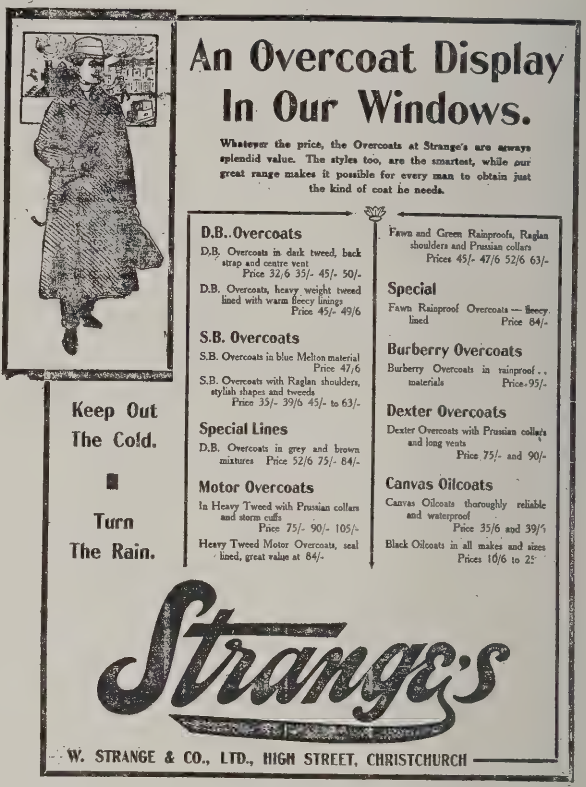
A Weekly Budget for General Reading.

No. 14



The Press.

No. 15



An Overcoat Display In Our Windows.

Whatever the price, the Overcoats at Strange's are always splendid value. The styles too, are the smartest, while our great range makes it possible for every man to obtain just the kind of coat he needs.

D.B. Overcoats
D.B. Overcoats in dark tweed, back strap and centre vent Price 32/6 35/- 45/- 50/-
D.B. Overcoats, heavy weight tweed lined with warm fleecy linings Price 45/- 49/6

S.B. Overcoats
S.B. Overcoats in blue Melton material Price 47/6
S.B. Overcoats with Raglan shoulders, stylish shapes and tweeds Price 35/- 39/6 45/- to 63/-

Special Lines
D.B. Overcoats in grey and brown mixtures Price 52/6 75/- 84/-

Motor Overcoats
In Heavy Tweed with Prussian collars and storm cuffs Price 75/- 90/- 105/-
Heavy Tweed Motor Overcoats, seal lined, great value at 84/-

Fawn and Green Rainproofs, Raglan shoulders and Prussian collars Prices 45/- 47/6 52/6 63/-

Special
Fawn Rainproof Overcoats — fleecy lined Price 84/-

Burberry Overcoats
Burberry Overcoats in rainproof materials Price 95/-

Dexter Overcoats
Dexter Overcoats with Prussian collars and long vents Price 75/- and 90/-

Canvas Oilcoats
Canvas Oilcoats thoroughly reliable and waterproof Price 35/6 and 39/6
Black Oilcoats in all makes and sizes Prices 10/6 to 2

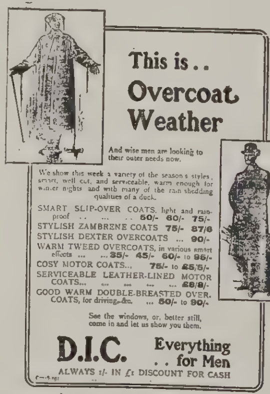
Keep Out The Cold.

Turn The Rain.

Strange's

W. STRANGE & CO., LTD., HIGH STREET, CHRISTCHURCH

No. 16



This is . . Overcoat Weather

And wise men are looking to their outer needs now.

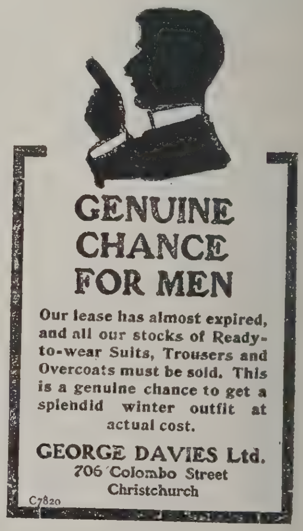
We show this week a variety of the season's styles, smart, well cut, and serviceable, warm enough for winter nights and with many of the rain shedding qualities of a duck.

SMART SLIP-OVER COATS, light and rain-proof 50/- 60/- 75/-
STYLISH ZAMBRENE COATS 75/- 87/6
STYLISH DEXTER OVERCOATS ... 90/-
WARM TWEED OVERCOATS, in various smart effects ... ... 35/- 45/- 60/- to 95/-
COSY MOTOR COATS... 75/- to £5/5/-
SERVICEABLE LEATHER-LINED MOTOR COATS... ... ... £8/8/-
GOOD WARM DOUBLE-BREASTED OVERCOATS, for driving, &c. ... 50/- to 90/-

See the windows, or, better still, come in and let us show you them.

D.I.C. Everything . . for Men
ALWAYS 1/- IN £1 DISCOUNT FOR CASH

No. 17



GENUINE CHANCE FOR MEN

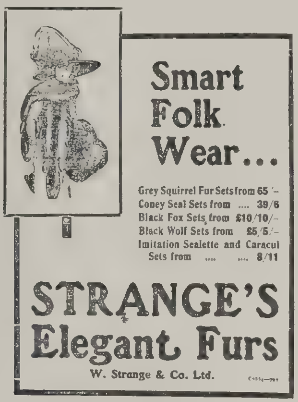
Our lease has almost expired, and all our stocks of Ready-to-wear Suits, Trousers and Overcoats must be sold. This is a genuine chance to get a splendid winter outfit at actual cost.

GEORGE DAVIES Ltd.
706 Colombo Street
Christchurch

C7820

No. 18

Chicago papers, among the latter the Tribune, being a model in typography as well as in almost anything else. These New Zealand papers remind me of some old-time sheets which I have seen published in our New England states; but they even lack the dignified taste, from a typographic viewpoint, which most of these possessed. The pages of these daily editions are even more sparsely dotted with displayed advertisements than are those of the Weekly Press, no spaces of any remarkable size being in evidence at all, although there are several that go to show, as my correspondent suggests, that the proper advertising spirit is catching on in that progressive land, too. (Exhibits 16, 17, 18 and 19.) These strike me as purely "Americanized" ads. The wording is good and the typographic treatment first-class. As yet I have not referred to the news service or editorial work in these specimens, but this is not because these features are not worthy of praise. The contents of each paper is great — giving more for the money, I think, than the ordinary United States publication of similar class. And the editorial work is high class — even the country correspondents are superlative writers, else their copy receives a far more careful editing than is ever bestowed upon such stuff in this busy land.



Smart Folk Wear...

Grey Squirrel Fur Sets from	65/-
Coney Seal Sets from	39/6
Black Fox Sets from	£10/10/-
Black Wolf Sets from	£5/5/-
Imitation Sealette and Caracul Sets from	8/11

STRANGE'S Elegant Furs

W. Strange & Co. Ltd.

No. 19

✣ ✣ ✣

TOURISTS' DAILY

A sprightly little daily, Glacier Park Blazer, was issued by the members of the National A. A. A. Tour on the way from Minneapolis to Glacier Park, Montana. A copy of July 6 (Vol. I, No. 6) gives the name of Hoke Smith as managing editor, with the following roll of contributing editors:

Luther Reed, of the New York Herald; Ed. Westlake, Automobile Editor, Chicago Evening Post; Ben Ferris, representing the Minneapolis Daily News and the St. Paul Daily News; Cal. Stedman, publisher Northwestern Automobile Trade Review, of Minneapolis, Minn.; J. E. Smith, Automobile Editor The Journal, of Minneapolis, Minn.; H. A. McNitt, of the Central Press Association, Cleveland, Ohio; Maurice Froelich, of the Minneapolis Tribune; C. S. Harrington, of the St. Paul Dispatch; Mrs. Frank Witt, poetess.

It is evident that their duties or labors were not arduous, so far as supplying copy was concerned.

The following, from a half a column of "Some Epigrams and Precepts" are pretty good for all tourists across the continent of time in this age and land:

Hoke Smith: We lamp the actions of our associates and find them making mental impressions better than any copyrighted motion picture film. Why go into a theater when the whole outside has a free show for us to study.

J. J. Hill's bon mot: He who makes two good spears of wheat grow where formerly one grew is a nobleman of nature.

Louis W. Hill's copyright: Step into the limelight circle and your silhoutted outline will be a sign pointing the way for a boost — the knock died before Cain felled Abel.

Eddie Westlake's philosophy: Laugh, smile, spread the confetti of optimism; love your family, pay your bills regularly, and you have a batting average in the Contentment league that makes Ty Cobb's look like a bush leaguer's.

A pleasing illustration was a half-tone of a scene in the press room of the Blazer, with half a dozen of the editor-tourists gathered around the press, examining the first copies of an issue. The press was the working model of the Osterland job cylinder press, manufactured by Smith & Hammerquist, St. Paul, Minn.

✣ ✣ ✣

THE LONG PRICE LIST

(From Ben Franklin Witness, June 9, 1913.)

KEEP IT TO YOURSELF

A chance is now at hand to really show if the printer is a business man or not — to show if he wants to run his business as any other man in a different line would, or if he will continue to be the butt and joke of the entire business world. Never before has there arisen such an opportunity to prove his worth and show that organization work has done some good at last.

There has been issued a long price list by one of the Cincinnati paper houses. This will be followed by others if printers will grasp this opportunity and treat the list like other men do in other lines of business.

Every business man has a price list, but none of them are net. There is always a discount to the dealer. Just what it is the dealer and the wholesaler alone knows. It is their business, and they do not tell the buyer what it is, should he pick up one of the price lists.

The hardware, harness, electric, jewelry, millinery, dry goods, and a thousand others have "long price lists" with their keys. Do you know the net price? Will your dealer tell you what it is? Just ask him and find out. You'll get an evasive answer every time — if not a deliberate lie, or told that it is none of your business.

Now, printers can do the same thing. If you give away the discount to a single one of your customers and will watch him closely, he will smile at the corners of his mouth, and his estimate of you as a business man will fall, and his estimate of you as a sucker will rise.

It is the giving away of such trade secrets — which are your business and no one else's — that have hurt the printing business in the past — and it is time to stop them.

The long price list is right — but it will be a failure unless the printer gets it pounded into him that what he pays for paper is none of his customers' business.

Will any merchant in any line tell you what they pay net for an article?

Not on your life.

Then why not go and do likewise? The long list is your opportunity to show business sense.

Now use it right. R. T. PORTE.

THE MEN WHO CAN

Something About the Staff of The Eclipse Electrotype and Engraving Company, Cleveland

These portraits will give an idea of the personal appearance of "The Men Who Can." Just how well they "can" will be determined after they have had an opportunity to serve you.

These men have charge of the largest and most complete printing plate-making establishment in Cleveland.

As in other lines, the finest plant and the largest business is never created by cheap methods of manufacturing. Quality and service are the prime factors in their growth, development and success.

Mr. Edward F. Hinds is superintendent of the Art Department. Mr. Hinds has served an apprenticeship in the best art departments and lithographing concerns. He knows the right way to handle your art problems. His artistic talents are beyond question.

Mr. Adam G. Kraus is superintendent of the Wood Engraving Department. Mr. Kraus is a craftsman of the highest order. For highly finished mechanical work wood engravings are the most satisfactory. He will show you why.

Mr. George E. Houle is superintendent of the Photo-Engraving Department. Mr. Houle knows nearly everything about photo-engraving and is learning something new each day. He has never done anything else. Knows just what is wanted. Keeps his promises, too.

Mr. Al. J. Wolfram is superintendent of the Electrotyping Department. Mr. Wolfram has been an electrotyper since 1897. He has a thorough knowledge of electrotyping in all its branches and he is competent in the highest sense. His ability is known and appreciated. You will find him able.

Mr. E. W. Hahn is the Sales Manager. Mr. Hahn took charge of the sales department in 1908. Prior to that date he was in business in Canton, Ohio. Realizing the larger field, he embraced the opportunity of identifying himself with the Eclipse Electrotype and Engraving Company, and has made good.

Mr. Eugene A. Fay is in the Sales Department. Mr. Fay is a thoroughly practical and experienced engraver. He is progressive, cheerful and accommodating. He handles the big orders and is widely known for his ability to meet every plate making requirement.

Mr. Earl E. Treter is in the Sales Department. Mr. Treter handles the city trade. He is a capable young man, who has built up a large following on the quality and service basis. Never worked anywhere else. He likes the game.

Mr. Charles M. Pritzker is in the Sales Department and does most of the traveling for "The Complete Establishment." His experience enables him to successfully cope with every problem in plate making. He is always on the job, too. Dependable chap.

Mr. John Keffer is the Secretary-Treasurer. Mr. Keffer has charge of the office. You will find him courteous and painstaking at all times. He carefully looks after your orders and sees that none are disappointed. You can always depend upon him.

Mr. Frank H. Clark is the President and Manager. Mr. Clark has been connected with the Eclipse Electrotype and Engraving Company for twenty-six years. He has made the concern a success. He has built a business and reputation that is favorably known from coast to coast and the lakes to the gulf. Mr. Clark appreciates that success is gained by keeping everlastingly at it. He has the assistance of an efficient and loyal corps. He knows and knows that they know. The results are certain.

✣ ✣ ✣

MOUNTING AND REGISTERING PRINTING PLATES

A very handsome booklet with the above title, just off the press, has reached us from the Challenge Machinery Company of Grand Haven, Mich. It treats of the Expansion Plate-Mounting System in text and illustration.

There is a good deal more in proper handling, mounting and securing perfect register of printing plates than many owners of offices, at least, seem fully to appreciate. There is no exaggeration in the following statement appearing on the opening page of this neat and useful publication:

> In this age of cost systems and greater efficiency in printing house methods, the electrotype ranks as one of the most important essentials of economical and profitable production. Only a few years back, to insure the highest quality in printing, it was deemed necessary (and rightly so) to print direct from type and the original engravings. Today, owing to the wonderful discoveries and perfecting of different electrotyping processes, the printer is enabled to procure results from electrotype plates equal in every way to work printed from the originals. Notable examples may be found in electrotypers' advertisements in the various trade periodicals, originals and electrotypes printed side by side, the advertisers defying anyone to designate which is which.
>
> Besides the saving of wear on costly type and engravings, the use of electrotypes provides numerous other advantages. On long runs where time is limited, duplicate plates may be utilized, dividing up the press work on two or three presses. Another great advantage of electrotypes over type forms is freedom from "pull-outs" and "work-ups." Many a fine job of printing has been ruined by one or the other of these two evils.

The directions for the making up of a register form of the Expansion Plates will be useful, and the explanation of the system is interesting and instructive. The following claims are made for the Expansion System:

> Life of plates lengthened by true, rigid base.
>
> Adaptability to any kind of printing from plates.
>
> An immense saving of time and labor in making up forms.
>
> A single outfit expansive enough to meet the needs of every printer.

A gain of from twenty-five to fifty per cent in quality and quantity of production.

A saving of twenty-five per cent of the cost of plates by eliminating the mounting.

Perfect register of each plate without removing from the press, or unlocking the form.

Narrowest possible margin (eight points between plates) effecting a great saving of stock on long runs.

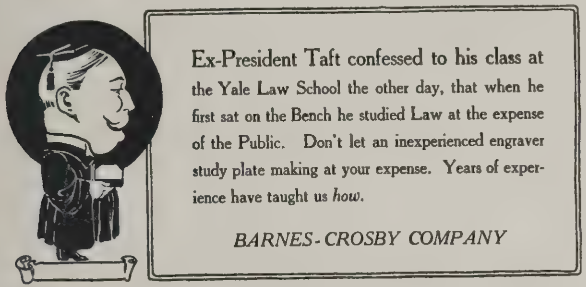
A ready response to the most delicate interlay, owing to the absolute accuracy and rigidity of the base.

* * *

EFFECTIVE ADVERTISING

From Barnes-Crosby Company comes specimens of a dozen series of advertising cards that are especially forceful and attractive in style and convincing in matter. To promote advertising work, the salesmen and branch office managers of that company were asked to put down in black and white a few of the arguments they had found the most successful in selling engravings.

Some of these were so good that the advertising manager of the company, under approval and direction, had about a dozen of the best put in type and illustrated and printed on the best stock that could be bought for the purpose.

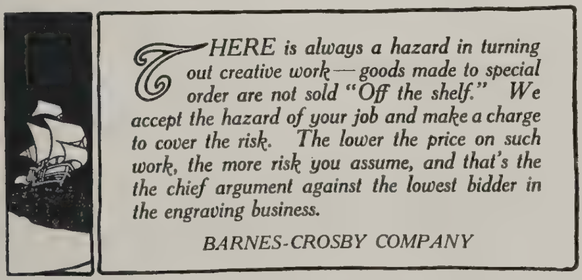


Ex-President Taft confessed to his class at the Yale Law School the other day, that when he first sat on the Bench he studied Law at the expense of the Public. Don't let an inexperienced engraver study plate making at your expense. Years of experience have taught us *how*.

BARNES-CROSBY COMPANY

They are appealingly convincing and might, by a change of wording to suit the facts and conditions, be used by printers as well as by engravers, retaining the thoughts, sentiments and designs. Two of these are reproduced herewith to illustrate what we have written and to indicate the adaptability to printing equally as well as to engraving.

In the samples shown, all that would be necessary would be to change the word "engraving" to printing in one, "engraver" to printer and "platemaking" to printing in the other and to substitute for Barnes-Crosby Company the name of the printing firm advertising.



THERE is always a hazard in turning out creative work—goods made to special order are not sold "Off the shelf." We accept the hazard of your job and make a charge to cover the risk. The lower the price on such work, the more risk you assume, and that's the the chief argument against the lowest bidder in the engraving business.

BARNES-CROSBY COMPANY

Such advertising cards are valuable in suggestions as well as for models. It would pay progressive printers to secure from Barnes-Crosby Company sets of these designs in plates with proper changes, ready for use. Though they have not suggested that they will supply the plates, we all know that the managers of the company are always accommodating and ready to help forward the cause of good advertising.

The plates are about 3x6½ inches, just the size to use on blotters, with proper margins.

NOTABLE EXHIBIT OF STEEL EQUIPMENT

The Hamilton Manufacturing Company, whose main manufacturing plant is located at Two Rivers, Wis., will, at the Toledo Exposition, September 1 to 6, inclusive, make the first public showing of their new All-Steel Composing Room equipments.

The mammoth new plant for the manufacture of steel furniture is now completed and in full running order. There are already several notable installations of Hamilsteel equipments, including the following well-known concerns:

Seattle Times, Seattle, Wash.; The Homestead Company, Des Moines, Iowa; J. W. Burke Co., Macon, Ga.; Keystone Publishing Co., Philadelphia, Pa.; Hill Publishing Co., New York City; Publishers' Printing Co., New York City; Plain Dealer, Cleveland, Ohio; Sears-Roebuck Co., Chicago, Ill.; Poole Bros., Chicago, Ill.; Blakely-Oswald Printing Co., Chicago, Ill.; Times-Dispatch, Richmond, Va.; Saults & Pollard, Winnipeg, Man.; Rous & Mann, Toronto, Ont.

The selling agents of the Hamilton Manufacturing Company were awarded the contracts for these equipments on the merits of the goods and upon the facilities afforded by this mammoth plant in the way of service to customers.

The Hamilton Manufacturing Company's exhibit of steel equipments will contain the latest designs in type cabinets, imposing tables, storage cabinets, make-up banks, form racks and miscellaneous articles. There will also be an exhibit of the latest designs in wood construction.

Beauty in design, carrying strength, absence of vibration, economical arrangement of working materials, are distinctive features of the Hamilton equipments.

This concern has back of it thirty-two years of experience in building furniture for printers. In all that time the effort has been to eliminate the useless and the impractical. Step by step the quality of the furniture has been improved until it would seem that the acme of perfection has been reached. The Hamilton Company will speak for themselves and the firm only asks the opportunity of showing interested printers what they have to offer.

This exhibit will enable printers to make a careful study of the new steel equipments. This will be a decided advantage when considering the purchase of this class of material.

The Hamilton Company makes the somewhat remarkable claim that every printing office in North America, of which there are probably over 40,000, is equipped either wholly or in part with goods of their manufacture.

In addition there are probably 10,000 offices in South America similarly equipped and not less than 30,000 printing offices in other foreign countries, including more than twenty government printing plants, are equipped with Hamilton goods.

The Hamilton Company will distribute at the Toledo show a handsome booklet with illustrations of some of the late productions in steel construction. Printers who are not fortunate enough to find time to attend the Toledo Exposition can secure one of these booklets by writing direct to the Hamilton Company at Two Rivers, Wis., or Rahway, N. J., or by making application through the regular supply house.

At the Hamilton exhibit, which will be found in Sections 34, 35 and 36, there will be exhibited large pictures of the manufacturing plant in the various stages of its development, beginning with the first little factory erected in 1881, up to the present day. There will be an attractive display of wood type, borders, and other printing office accessories manufactured by the company.

An expert will be in charge of the exhibit, who will be ready at all times to give visiting printers full information in regard to the Hamilton Company's products.

* * *

International Typesetting Machine Co.

The Intertype

In the short space of one year and eleven days the International Typesetting Machine Company designed the numerous improvements embodied in the "Intertype," completed the drawings for nearly 5,000 parts, made patterns, tools, jigs, fixtures, special machines, organized a force of 800 specially trained employes and turned out the first "Intertype." The machine was built and completed in the model factory at Brooklyn. This factory is built of concrete, absolutely fireproof, with the most perfect lighting, heating and sanitary arrangements possible, and equipped with labor-saving and special machinery, exciting the praise of everyone who has visited the factory.

Sales agencies were organized in Chicago, New Orleans and San Francisco. The Chicago agency of the International Typesetting Machine Company was organized with Charles D. Montgomery as manager. It is located in convenient and comfortable offices in the new Rand-McNally building, 108 W. Harrison street, where Mr. Montgomery and his efficient force extend a cordial welcome to all visitors and take pleasure in demonstrating the many economical improvements and advantages of the "Intertype."

CHARLES D. MONTGOMERY
Manager Chicago Agency of the Intertype

The machine has been simplified, but not at the expense of efficiency. This simplicity appeals alike to the smaller publisher requiring a machine which can be satisfactorily handled without expert attention, and to the larger publisher requiring a large output in a short time. Containing all the advantages with none of the multiple intricacies, it is not surprising to find the machine in such offices as the Cleveland Leader-News, Detroit Free Press, Detroit Journal, Youngstown Telegram and other offices of a metropolitan nature, as well as in offices of the country weekly, such as the Denison (Iowa) Bulletin, Grinnell (Iowa) Register, Princeton (Illinois) Republican, Clay Center (Kansas) Times, Ravenna (Ohio) Republican, Decatur (Michigan) Republican, and Gladstone (Michigan) Reporter. In the Chicago agency territory there are now forty "Intertypes" in commission, with as many more ordered. The machine, therefore, is well established, and Manager Montgomery has good reason for the optimism that pervades his entire force and for the declaration that the "Intertype" is the best way.

* * *

THE PHOTO-ENGRAVERS AT INDIANAPOLIS

The many years of careful consideration given by members of the International Association of Manufacturing Photo-Engravers resulted in the adopting, at the recent convention in Indianapolis, of a basic-selling scale along lines advocated by George H. Benedict, of Chicago, references to which have been frequently made in these pages and of which a fuller account will appear in an early issue.

The convention was held at the Claypool Hotel and was, as had been advertised, a "Business Convention for Business Men." It was in every way a great success. Both in the large attendance of representative delegates from nearly every important city of the country, from Winnepeg to New Orleans and Houston, and from the Atlantic to the Pacific, and in the papers read and the reports made and the work accomplished, it was pronounced the best convention in the history of the organization. The social features were not ignored and the entertainments provided by the Indianapolis members, few in number but large in hospitality, were of the highest order, though most of the time of the three days, with two sessions each day, was devoted to the splendid working program in hand, with promptness on the hour appointed and with pleasing time-saving dispatch.

President Houser, in his address, told of the association's work for the year and of the prospects of the future and urged a spirit of fraternity of mutual interest, respect, consideration and conciliation between the employers and employes, all alike working together in loyal service, and the carrying on the business worthily, honorably and efficiently, and settling any and all differences by right rather than by might. President Houser congratulated the members, in the face of the good results accomplished, on their proved wisdom and foresight in creating the office of Commissioner, and gave deserved praise to Mr. Louis Flader for his work in the office.

Among the matters presented were: "The Relationship of Local and Sectional Organizations toward the International Association of Manufacturing Photo-Engravers," by L. B. Folsom, Boston; "Practical Standardization," an address illustrated with lantern slides, by N. S. Amstutz; "Fire Insurance Policies and Riders," by F. H. Clark, Cleveland; "Photo-Lithography and Its Effect upon the Photo-Engraving Industry," by S. H. Horgan, New York. George H. Benedict, Chicago, explained the basis of the Cost Committee's report by an illustrated lecture. "The Cost of Production and Its Relation to Salesmanship and Profits," fully illustrated with lantern slides, by Mr. Flader, who concluded by explaining a simple cost system that will meet the requirements of any plant, large or small, demonstrating how the system could be installed and operated at practically no expense.

The following were elected as officers for the ensuing year: President, E. W. Houser, Chicago; First

Vice-President, L. B. Folsom, Boston; Second Vice-President, George Meinshausen, Cincinnati; Secretary-Treasurer, J. C. Bragdon, Pittsburgh. Executive Committee: F. W. Gage, Battle Creek, Mich.; Charles A. Stinson, Philadelphia; George Brigdon, Toronto; B. J. Gray, St. Louis, and Adolph Schuetz, New York.

At the banquet, held in the Claypool Hotel, President Houser was presented with a costly Swiss watch, and George H. Benedict with a beautiful sideboard set, in appreciation of the invaluable service each has rendered to the Association.

* * *

"Linotype Display Advertising Figures" is the title of a booklet, just issued, the main purpose of which is largely indicated by its title. The pamphlet is twenty pages and cover. Modern newspaper advertising calls for a display in large figures of prices, in very many lines of merchandising, as it is the most attention drawing and the most effective advertising in every way.

This booklet shows figures in 10 and 12 point faces and 14, 18 and 24 advertising figures and advertising fraction figures, and contains a great deal of information of value to linotype users. It is a wonderful improvement over the old method, that is shown.

The old way to linotype such matter was to set the small type on the machine, quadding out that part of the line where large figures were desired. The blank portion of the slug was then cut off, and the display figures inserted by hand.

Such work is now done more rapidly and neatly by means of overhanging advertising figures. Large figures, as well as the body type, are set on linotype slugs, the matrices from which the figures are cast being assembled from the magazine in the usual manner. The display figures are placed at any desired point in a line of text matter. When the cast is made, the top of the large figure attaches to the slug, the bottom overhanging, as shown in the booklet by illustration. This overhanging portion of the figure then fits over a blank space left in the next line for that purpose.

For example, if 10-point text matter is being used a 24-point advertising figure can be placed at any point in any line, to overhang a blank space left at a corresponding point in the succeeding line. Similarly, an 18-point figure can be used in connection with two 8-point lines or three 5½-point lines. The face of an 18-point figure (typefounders' size) actually measures only 16 points, so the bottom of the large figure will align with the second of two 8-point lines or the third of three 5½-point lines.

An equipment is furnished that will fit on any linotype machine except No. 10. However, it is not necessary to go into details here. Every linotype owner can secure the booklet that gives all information that can be desired.

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WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

OLD TYPE WANTED—Cash or exchange. Empire Type Foundry. (Not in the Trust), Buffalo, N. Y.

FOR SALE—One Goss Clipper Press, with full stereotype equipment, printing from four to eight page papers, seven to eight columns, at an average speed of eight thousand per hour. This press is in first-class condition, and for quick sale will make a bargain price; terms satisfactory to purchaser. Glens Falls Publishing Co. C. V. Furness, General Manager.

STEEL DIE EMBOSSING

Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.

AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

Printer's Account Book

A TIME AND MONEY SAVER. 200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5.00. Book measures 11¾x15¾ inches.

National Printer-Journalist, Station X, Chicago.

Bargains in Printing Presses

FOR SALE

FOR SALE—Three-deck press, prints 4-6-8-10-12-14-16-18-20-24 pages. Overhauled and rebuilt. Will sell at very low price. THE GOSS PRINTING PRESS CO., CHICAGO ILL

FOR SALE—Four-deck press, prints 4-6-8-10-12-14-16-20-24-28-32 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One Flat Bed Perfecting Press, prints 4-6-8 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

The British and Colonial Printer and Stationer

Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

A WEEKLY JOURNAL of Home, Colonial and Foreign Printing, Engraving, Stationery and Bookmaking Trades' Intelligence, Mechanical and other inventions illustrated, Novelties in Stationery, Books and Book Manufacturer Patents, Gazette and Financial Trade News.

Annual Subscription per year of 52 issues, post free, $3.00

Special to Apprentices and Printers—$1.65 per year. State where employed and in what capacity.

The Leading Weekly Paper in Europe for the Printing, Engraving, Stationery and Allied Trades

SOME TRADE OPINIONS

"A representative printers' paper"—Inland Type Foundry, St. Louis, Mo.

"We do not doubt but that the P. and S. is a good printers' journal wherein to advertise our machinery."—Paul Schniedewend & Co., Chicago.

"Very popular publication"—Challenge Machinery Co., Chicago.

"The leading journal in England, so far as typographical matters are concerned."—McMillan Machine Company, Ilion, N. Y.

"We assure you we appreciate your publication."—Chandler. Price Company, Cleveland, O.

"We have long understood the B. and C. P. and S. to be the leader of its class in the kingdom."—Conger Engraving Plate Company, Linneus, Mo.

American machinery and other firms contemplating opening up trade with the United Kingdom should place their announcements with this paper.

Advertising rates on application to

Albert O'Donoghue, 42 W. 125th St. New York

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS

$1.20 per doz. with extra tongues.

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency Method of attaching does not interfere with raising tympan

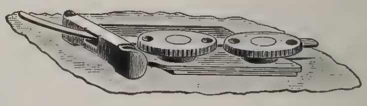
Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.

60 Duane Street, New York

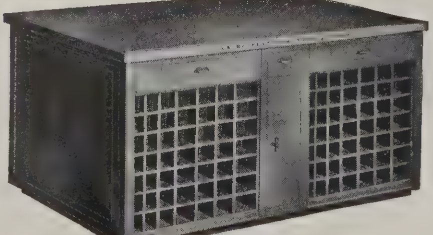
From us or your dealer. *Free Booklets.*

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES

$1.25 set of 3 with extra tongues.



Imposing Table K-674

KEYSTONE STEEL EQUIPMENT

IS INDESTRUCTIBLE

"It is built better than is required," an expert steel engineer told us.

KEYSTONE TYPE FOUNDRY

Philadelphia New York Chicago
Detroit Atlanta San Francisco

Imposing Table K-674

Quick-Acting—that's the key note

No matter what operation is required—from key mortising to planing cuts type-high—your printers get speedy, accurate results. Quick-acting gauges. Quick-acting vises. Quick-acting cutting tools.

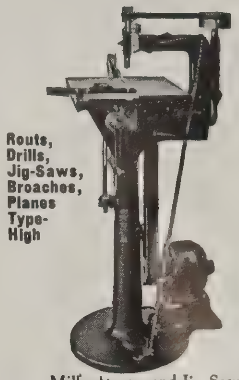
Miller Universal Saw-Trimmer

That's the Miller

The only Accurate Type-High Planer for the Printer
Will plane ordinary sized cuts five per minute

EASY TO OPERATE. EASY TO BUY. EASY TO PAY FOR.

ORDER THROUGH YOUR DEALER. **Miller Saw-Trimmer Co.,** POINT BLDG., PITTSBURGH, Pa.



Miller Router and Jig-Saw

THE THINGS WE DO

DRAWINGS of any description, and for every purpose, in PEN AND INK OR WASH, for LETTERHEADS, CATALOGS, COVERS, MAGAZINES OR "AD". DESIGNS.

MECHANICAL DRAWINGS FROM BLUE PRINTS OR PENCIL SKETCHES. BIRDS-EYE VIEWS. RETOUCHING PHOTOGRAPHS.

HALF-TONES, ZINC ETCHINGS, COLOR WORK OF EVERY DESCRIPTION, IN TWO, THREE OR MORE COLORS, WOOD ENGRAVING, WAX ENGRAVING, ELECTROTYPING, STEELOTYPING, NICKELTYPING, STEREOTYPING, COMMERCIAL PHOTOGRAPHING.

JUERGENS BROS. CO.
167 ADAMS STREET, CHICAGO.

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The Specialists Who Know

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

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17th Year

WILL HELP TO
INCREASE YOUR SALES
DECREASE YOUR LOSSES

RATINGS

MOST CAREFULLY REVISED and based upon substantiated statements and ledger facts furnished by the trade.

THE TYPO MERCANTILE AGENCY
GENERAL OFFICES - 160 BROADWAY, NEW YORK

The Illustrated News Section of THE AMERICAN PRINTER

is a feature of that printers' magazine. A score or two of portraits appear in each number, and twelve issues of the magazine form a veritable "Who's Who in Printerdom." There is also a variety of other news illustrations. Business and technical departments, however, occupy three-fourths of the entire number of text pages and a wide range of information of interest to employers, executives, head workmen, and others, is to be found in each issue. A number of fine color prints are also included, and each number has a new cover design. The September number of The American Printer is especially attractive.

Send 30c for a copy of the September number, or $3.00 for a year's subscription.

Oswald Publishing Company, 25 City Hall Place, New York

Unique Stee Blocks

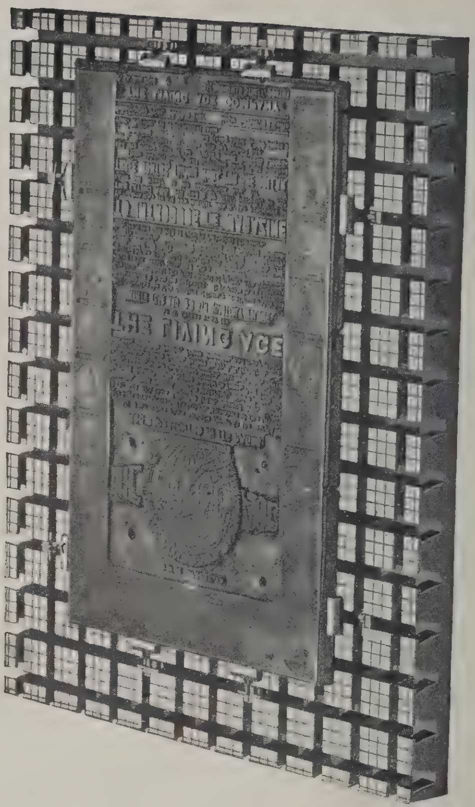
must be good or they would not be so extensively used in the best printshops.

The reason is that they are

**High in Quality,
Low in Price.**

Send for our catalog and price list.

Unique Steel Block Co.
Ken Avenue and Keap Street,
BROOKLYN, N. Y.



Read by British and Colonial Printers the World Over

The British Printer

Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of job work form original designs for "lifting."

PUBLISHED BI-MONTHLY.

$2 per Annum, post free. Specimen Copy sent on receipt of 35 Cents

PUBLISHED BY

RAITHBY, LAWRENCE & CO., Ltd.
LEICESTER, De Montfort Press
LONDON, Thanet House, 231 Strand, W. C.

ART CALENDAR BACKS!
WALL POCKETS! ART BLOTTERS!
FANS! RULES! NOVELTIES!
PICTURE, PAPER & PRINTED SPECIALTIES!

Buy your wholesale supplies direct of the Manufacturers and Importers "First hands tipped to you for Everything in Advertising, Souvenir and Premium Goods." Free Buyers' Information Service. We will tell you where to obtain anything you are in need of in *your* field, or *ours*.

The Novelty News, 336 Quincy Street, Chicago

2. a year; 20 cents a copy; *No Free Samples*. Subscribe today and get 192-page book, "The Premium System of Forcing Sales: Its Principles, Laws and Uses" **FREE!**

Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist
STATION X, - - - CHICAGO, ILL.

Printers' Ready Reckoner

Showing at a glance the cost of stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1000 copies of a book in any form, from octavo to 32mo, and other valuable tables. Price 50 cents. Fourth edition, enlarged.

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No printer or publisher can invest his money to greater advantage than by subscribing to one or the other of these offers.

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Printing Trade News (weekly, $3)
Printing Art Suggestion Book (monthly, $1)
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Printing Art Suggestion Book (monthly $1)
$2.50

The Printing Trade News

The Printing Trade News, 64 pages, is published weekly and has a very comprehensive business news service from all sections of the country. It deals entirely with the affairs of the business office and the executives. It collects weekly beside printing house news, that of the binders and rulers, the electrotypers, engravers, trade composition houses, the supply trade paper houses, lithographers, etc., has a business fiction story each week, patents of interest to printers, and editorially reviews important doings of printers and publishers during the week.

The Printing Art Suggestion Book

This is a monthly publication issued by the University Press, Cambridge, Mass., containing examples of typographic and other designs intended to assist the printer and those who are printing in the choice of color schemes, inks, and papers. It contains samples of standard papers, as well as novelties which are brought out from time to time by the various mills. It is full of ideas and suggestions for typographic design, display, and color schemes.

Send orders for the combination offer to

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Ravenswood Park, Chicago

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
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Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
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The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

A Stack

NATIONAL PRINTER-JOURNALIST

OCTOBER

Vol. 31—No. ~~9~~ 10

The Precious Wine of Advanced
Thought From the Trade and
Newspaper Press and Printeries

1913

Chicago, Ill.

Selling Engravings to the Nation

Because of the detail and the individual attention involved in the production of illustrations and engravings it was long supposed that no engraving concern could satisfy more than a local demand.

Back in 1902 *Barnes-Crosby Company* took the first step in shattering this fallacy by installing a branch office at Detroit. Since that time not a year has passed that has not seen a new B.-C. office established.

Today, with two immense manufacturing plants located in Chicago and St. Louis, eleven permanent branch offices and a force of traveling salesmen, Barnes-Crosby Company stands as the highest type of business organization.

Our experience in meeting the varying needs of so many customers is part of the intrinsic value you secure in dealing with us. The above map will help you to locate our nearest branch office.

Day and Night Service

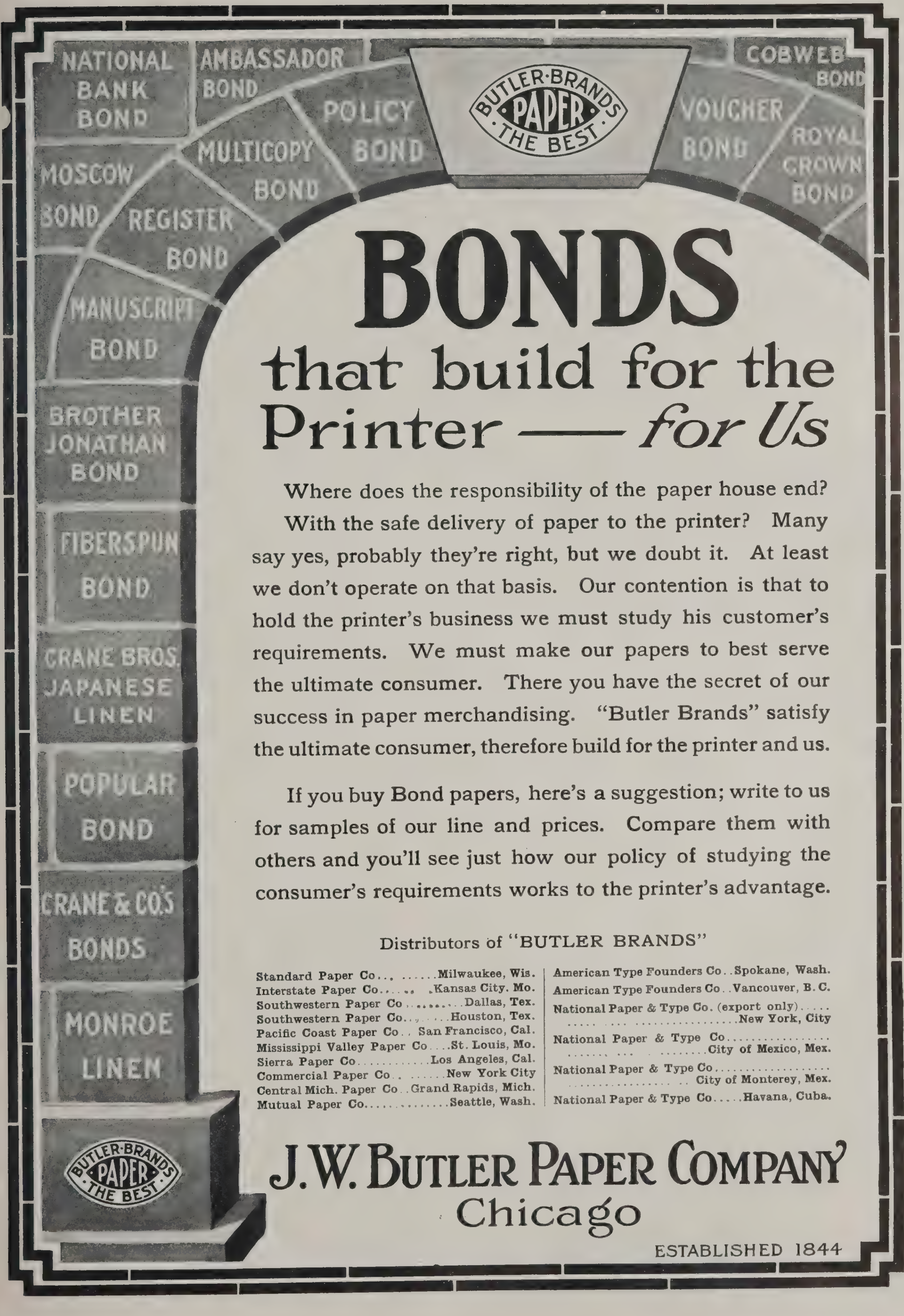
Barnes-Crosby Company

E. W. HOUSER, President

Artists : Engravers : Catalog and Color Plate Makers

226 W. Madison St., Chicago   11th & Locust Sts., St. Louis

Branch Offices and Art Departments in Eleven Principal Cities



BONDS

that build for the Printer — *for Us*

Where does the responsibility of the paper house end? With the safe delivery of paper to the printer? Many say yes, probably they're right, but we doubt it. At least we don't operate on that basis. Our contention is that to hold the printer's business we must study his customer's requirements. We must make our papers to best serve the ultimate consumer. There you have the secret of our success in paper merchandising. "Butler Brands" satisfy the ultimate consumer, therefore build for the printer and us.

If you buy Bond papers, here's a suggestion; write to us for samples of our line and prices. Compare them with others and you'll see just how our policy of studying the consumer's requirements works to the printer's advantage.

Distributors of "BUTLER BRANDS"

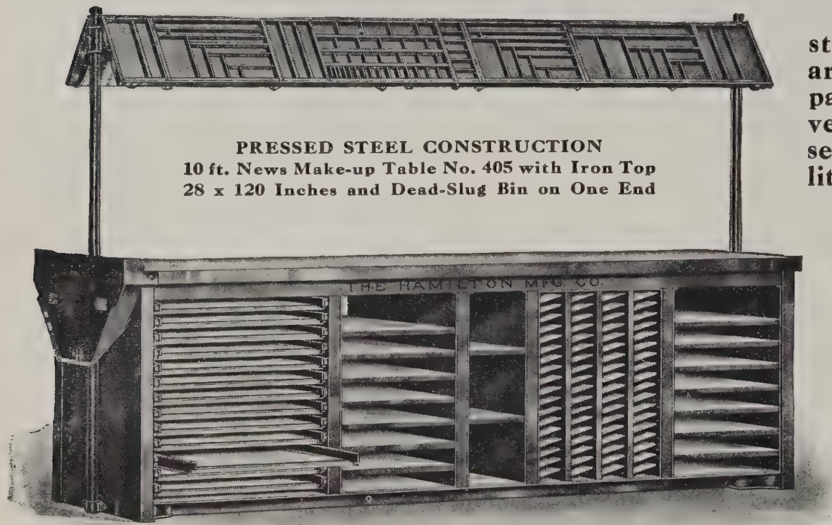
Standard Paper Co.	Milwaukee, Wis.
Interstate Paper Co.	Kansas City, Mo.
Southwestern Paper Co	Dallas, Tex.
Southwestern Paper Co.	Houston, Tex.
Pacific Coast Paper Co.	San Francisco, Cal.
Mississippi Valley Paper Co	St. Louis, Mo.
Sierra Paper Co	Los Angeles, Cal.
Commercial Paper Co.	New York City
Central Mich. Paper Co.	Grand Rapids, Mich.
Mutual Paper Co.	Seattle, Wash.
American Type Founders Co.	Spokane, Wash.
American Type Founders Co.	Vancouver, B. C.
National Paper & Type Co. (export only)	New York, City
National Paper & Type Co	City of Mexico, Mex.
National Paper & Type Co	City of Monterey, Mex.
National Paper & Type Co.	Havana, Cuba.

J. W. BUTLER PAPER COMPANY
Chicago

ESTABLISHED 1844

AN ECHO FROM THE TOLEDO CONVENTION

Our showing of steel equipments at the Toledo Exposition was an exemplification of the superior quality of the Hamilton product.



PRESSED STEEL CONSTRUCTION
10 ft. News Make-up Table No. 405 with Iron Top 28 x 120 Inches and Dead-Slug Bin on One End

In originality and beauty of design, stability of construction, economical arrangement of working materials, compactness and superior finish the general verdict as expressed by visiting printers seemed to be unanimous that there was little chance for improvement.

We feel that we have no excuses to offer. We are satisfied in LETTING THE GOODS SPEAK FOR THEMSELVES, as we flatter ourselves was the case at Toledo. The verdict seemed to be that the Hamilton line of steel equipments is without a competitor, quality considered, and we will try and maintain that position.

Five new equipments are now under construction in the Hamilton shops. These goods will be installed in the composing-rooms of five leading newspaper plants in the United States and Canada.

Public announcement of these installations will be made in a later advertisement. This will add five new members to the family of more than 80,000 satisfied users of Hamilton goods.

All the experience required in building these 80,000 equipments will enter into these new outfits coming from the Hamilton shops.

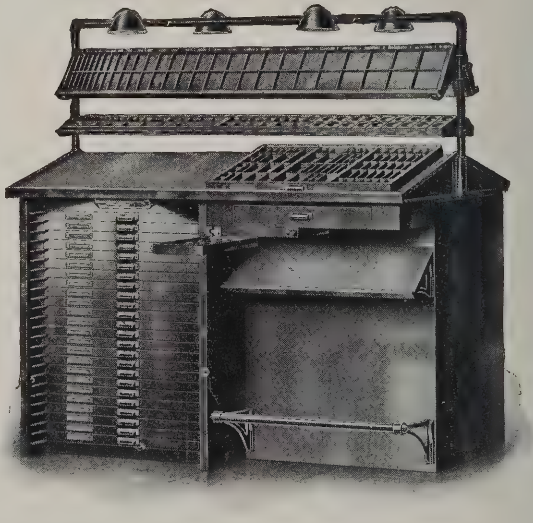
We have the equipment for building the goods right. We know the printers' requirements. We have the facilities necessary in giving prompt service. We keep our promises as to quality of product and time of delivery.

Every new user of Hamilton goods in pressed steel or wood construction is a booster for the Hamilton product. We can not afford the questionable luxury of dissatisfied customers.

Hamilton's composing-room equipments in wood and steel construction are sold by prominent typefounders and dealers everywhere.

Ask your supply man for information or write us direct and we will send the supply man and the efficiency engineer to you.

Our Customers Are Our Best Salesmen



PRESSED STEEL CONSTRUCTION
Ad-man's Steel Cabinet No. 551

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. Eastern Office and Warehouse, RAHWAY, N. J.

HAMILTON EQUIPMENTS ARE SOLD BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

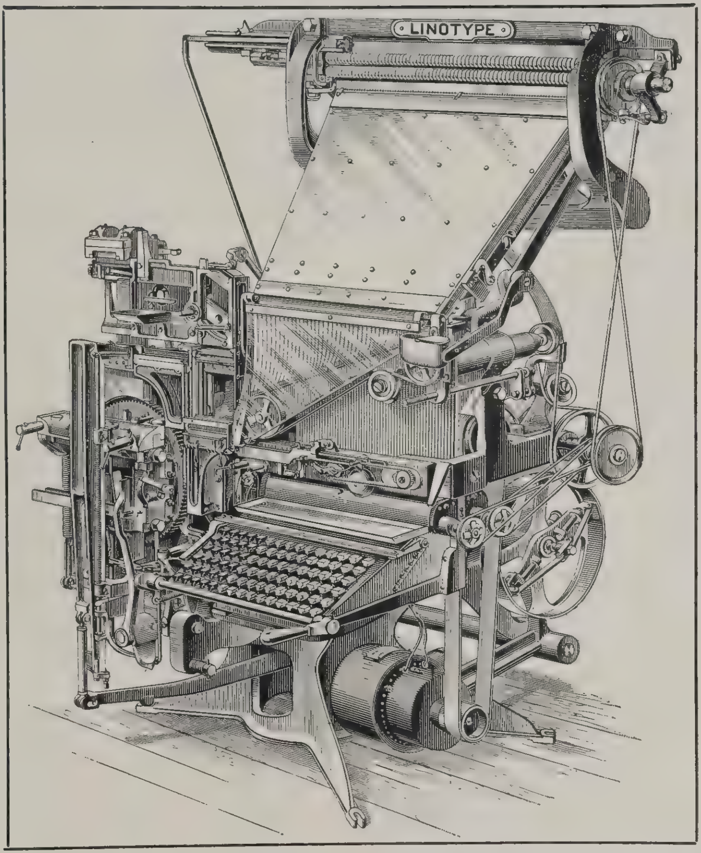
MODEL 15

Single Magazine Two-Letter

LINOTYPE

A Genuine Linotype

Not an Imitation



PRICE $1,750

Easy Terms of Payment READY FOR DELIVERY

Send to nearest agency for descriptive circular

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO
1100 S. Wabash Ave.

SAN FRANCISCO
638-646 Sacramento St.

NEW ORLEANS
549 Baronne St.

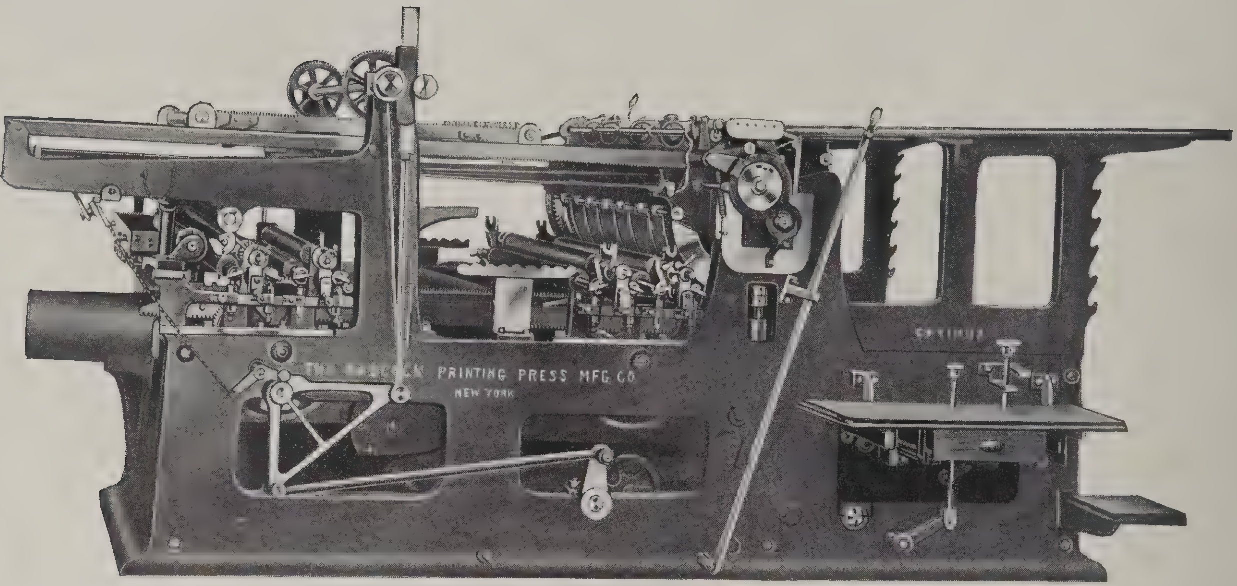
TORONTO: Canadian Linotype, Limited, 35 Lombard St.

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK: Mergenthaler Setzmaschinen-Fabrik, G.m.b.H., Berlin, Germany

BUENOS AIRES: Hoffman & Stocker
RIO JANEIRO: Emile Lambert
PORTO ALEGRE: (Brazil): Edwards, Cooper & Co.
HAVANA: Francisco Arredondo
SANTIAGO (Chile): Enrique Davis

MELBOURNE, SIDNEY, WELLINGTON, MEXICO CITY: Parsons Trading Company
BOGOTA: (Colombia): Manuel M. Escobar
TOKIO: Teijiro Kurosawa

SOUTHERN EUROPE, AFRICA, AND THE FAR EAST: Linotype and Machinery, Limited, London, England.



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Winnipeg

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS KANSAS CITY OMAHA ST. PAUL SEATTLE DALLAS WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

The Babcock Optimus
The Babcock Optimus

Some time ago a manufacturer had complaints of the noisy gears he was putting on his machines. The inaccuracies that developed this noise prevented his machines from properly doing their work; the noise meant, as it always means, excessive friction and wear besides. He called in one expert after another, and was finally told by a noted engineer that he must cut his gears as the Babcock Company cut theirs.

It cost us much in time and money to cut a humanly perfect gear. It has cost never-ending supervision of specially trained men and specially made machines ever since to maintain our standard. We have even improved it, and set it higher. It is not at all a small accomplishment; we are justified in mentioning it oftener. It is a rare achievement, you will acknowledge, if you look about you and note the needless noise due to ignorant, careless and cheap construction.

Silence, or near silence, is a great merit in the Optimus press. It shows harmonious relations between moving parts. Every bearing fits its journal with precision; every gear is correctly cut and engaging accurately. This fine agreement compels certain parts to be ground to exactness; certain others to be scraped to size and smoothness. All of it is quality before profit. It insures long service, with least wear and smallest expense.

Noiseless operation more forcibly than any other thing exhibits pre-eminent design and painstaking construction; it insistently shows that every detail is regarded important and exactly finished; that the ability to take pains is constantly invoked.

Quiet operation is a distinguished quality of the Optimus. Even an old-time Optimus after years of use runs with little noise. No other works as quietly. The presses themselves are the best evidence.

SET IN AUTHORS ROMAN

SECOND PATENT SUIT

LINOTYPE VS. INTERTYPE

We desire to announce that we have instituted a second action in the United States District Court for the Southern District of New York against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of the following United States Letters Patent:

D. S. Kennedy,	No. 586,337
J. R. Rogers,	" 619,441
J. R. Rogers,	" 630,112
D. A. Hensley,	" 643,289
J. R. Rogers,	" 661,386
C. Muehleisen,	" 718,781
J. W. Champion,	" 719,436
D. A. Hoe and W. H. Scharf,	" 734,746
J. L. Ebaugh,	" 739,591
P. T. Dodge,	" 739,996
J. K. Van Valkenburg,	" 746,415
S. J. Briden,	" 757,648
W. H. Randall,	" 758,103
J. M. Cooney and H. L. Totten,	No. 759,501
R. M. Bedell,	" 787,821
P. T. Dodge,	" 797,412
D. S. Kennedy,	" 797,436
D. S. Kennedy,	" 824,659
M. W. Morehouse,	" 826,593
T. S. Homans,	" 830,436
T. S. Homans,	" 837,226
R. M. Bedell,	" 848,338
T. S. Homans,	" 888,402
J. R. Rogers,	" 925,843
H. Plaut,	" 955,681

We have recently announced a first action, now pending, brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

O. Mergenthaler,	No. 614,229
O. Mergenthaler,	No. 614,230
J. R. Rogers, Reissue,	No. 13,489

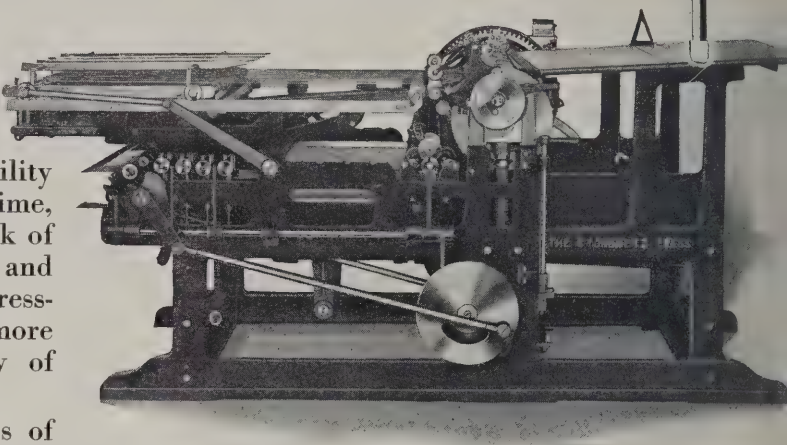
MERGENTHALER LINOTYPE COMPANY
Tribune Building, New York.

The "Hit" of the Show

Stonemetz
Two-Revolution

THE two STONEMETZ TWO-REVOLUTIONS in operation at the Toledo Printers' Exhibition proved the big hit of the Show. These two machines by their perfect performance—by demonstrating their perfect printing qualities and their ability to stay on the job every minute of the time, day in and day out, during the entire week of the exposition, won the unstinted praise and approval of every visiting printer and pressman. This approval has since been more forcibly expressed by orders from many of these men for STONEMETZ PRESSES.

The Stonemetz appeals to both classes of buyers, the man who wants the best press at the lowest price—the man who wants the best press regardless of price.



Let us send you complete description, samples of work, prices and terms. A beautiful souvenir mailed free to every inquiring printer.

The Challenge Machinery Co.
Grand Haven, Mich.
Chicago Salesroom, 124 So. Wells Street

In stock and
for sale by
Type Founders
and Dealers
in all
Principal Cities

PRACTICE ECONOMY

by using

JAENECKE'S
MATCHLESS INKS

Standard for almost three quarters of a century

THE JAENECKE PRINTING INK CO.
NEWARK, N. J.

New York Baltimore Chicago Detroit Philadelphia Pittsburg St Louis

STOP THE LOSS BY FIRE

THE statutes of New York and other states and the rules and requirements of Insurance Underwriters are such that inflammables must be provided with a receptacle and the danger from gasoline, benzine and naphtha must be minimized. These objects are attained by using a fireproof steel paper baler, costing $22, $24, $38 or $40, according to size, which easily, quickly and safely bales the vast accumulations of waste paper in your place, thus converting danger, cost and waste into profit, since the old stuff sells on the spot for thirty to fifty cents per 100 lbs.; also by using the Justrite Oily Waste Can ($2 and $3) and the Justrite Safety Benzine Can ($2, $4 and $5.) Carried and sold by

Barnhart Brothers & Spindler

(Who also furnish everything a printer needs)

Chicago

New York City Dallas
Kansas City Omaha
Washington, D. C. St. Paul
St. Louis Seattle

Special Announcement

WE are pleased to announce that we have closed arrangements with The H. C. Hansen Type Foundry, Boston, Mass., for the sale in Chicago and the Middle West of their Type, Borders, Rules, Machinery, and all Supplies furnished by them. This old reliable THE HOUSE OF HANSEN is too well known the world over to more than mention their forty-one years of strictly honest dealings, unquestionable fairness and complete satisfaction given in all transactions in connection with the high standard of their product.

We believe this announcement will interest all printers, embossers and paper box manufacturers, knowing that now Hansen Type and all their supplies may be secured immediately on receipt of order at our store.

Our organization includes men who thoroughly understand all requirements in connection with the wants of the printer, and why and how the best results may be obtained by the use of the HANSEN PRODUCT.

We hope to be favored with your orders, and believe the attention you will receive from us through our highly developed SERVICE DEPARTMENT will warrant a continuance of your kind patronage.

A complete line of "LAUREATE' and "COLT'S ARMORY" PRESSES, also parts for same in stock ready for immediate delivery.

NOTE: We are the exclusive Selling Agents for TATUM'S DRILLING, PUNCHING and PERFORATING MACHINES, which we have on display in our Show Room.

William Thomson Printers Machinery Co.
426 So. Dearborn St., Chicago. Tel. Harrison 1899

Boston Wire Stitchers

Turning the hand wheel to gauge the thickness of work, automatically adjusts all parts. This is but one of the Boston's many special exclusive features.

Write the selling agents

American Type Founders Co.

The HOUSE OF HANSEN

An Independent Type Foundry. Established 1872

The Hampton Series

Standard Line

36-Point 4A $2.50 6a $2.50 $5.00

FOREMOST Contestant

6-Point 22A $0.90 44a $1.10 $2.00

ADDITIONAL EQUIPMENT OFTEN NECESSARY
Hansen Type Foundry Has a Large Assortment

12-Point 15A $1.20 30a $1.55 $2.75

FURNISHES ESTIMATE AND
Information on Application 4

18-Point 9A $1.50 17a $1.75 $3.25

HANSEN FOUNDRY
Product is Excellent

8-Point 18A $1.00 36a $1.25 $2.25

HIGH STANDARD IS EVER MAINTAINED
Complete Printing Office Equipments 3

10-Point 16A $1.10 32a $1.40 $2.50

DISPLAY ADVERTISING USED
Extensively in Promoting Sale

14-Point 12A $1.30 24a $1.70 $3.00

TYPE AND ORNAMENTS
Desirable, Appropriate 2

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Most Profitable SERIES OF TYPE

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Replies 5 EXPERT

48-Point 3A $4.00 5a $3.50 $7.50

MERIT Reward

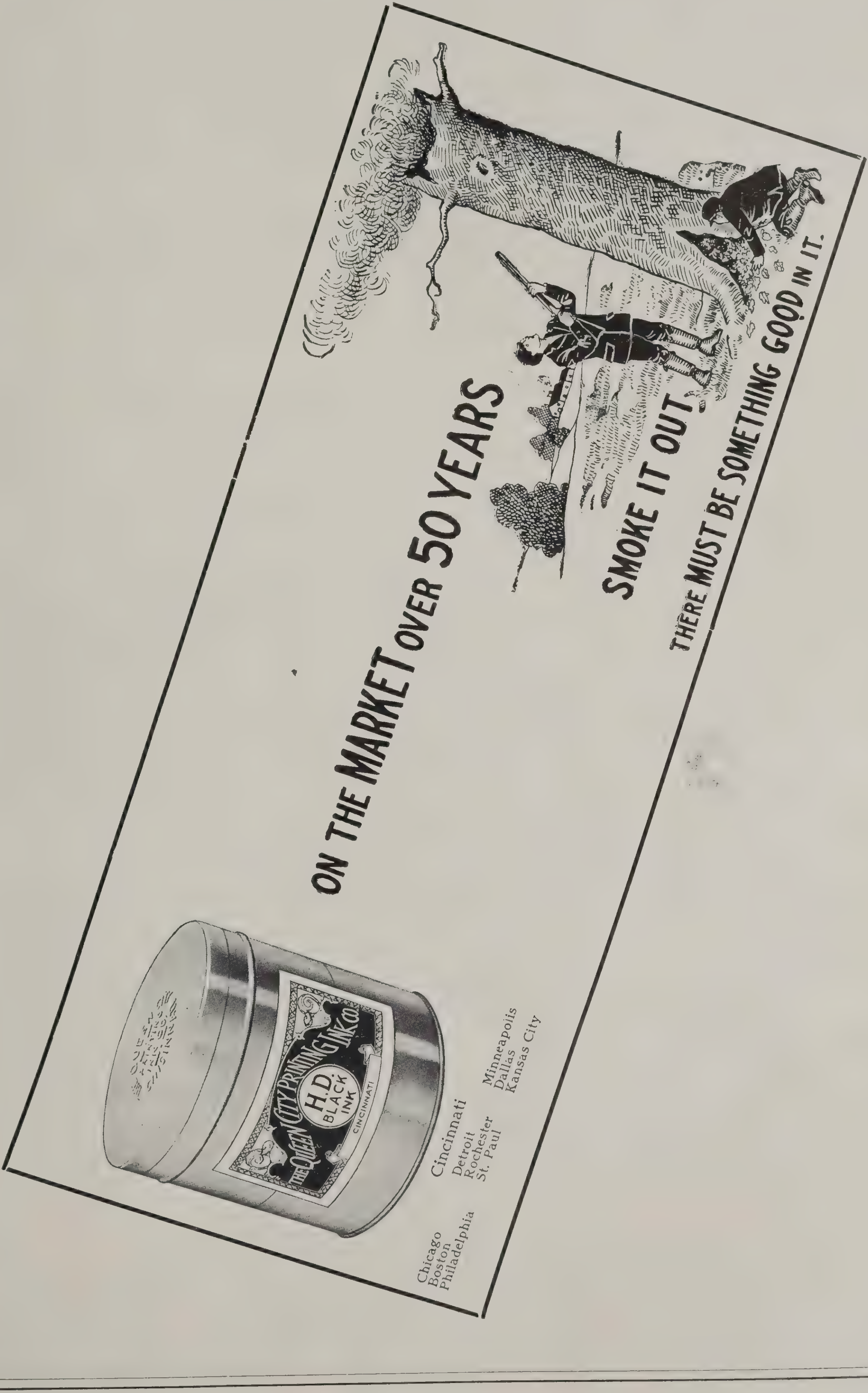
The H. C. Hansen Type Foundry

Type : Rules : Presses : Cutters : Stitchers : Wood Goods : Complete Equipments

190-192 Congress Street, Boston **535 Pearl Street, New York**

Selling Agents: C. I. JOHNSON MFG. CO., St. Paul, GRAND RAPIDS ELECTRO. CO., Grand Rapids
WILLIAM THOMSON PRINTERS MACHINERY CO., Chicago

18-PT. EGG-AND-DART BORDER

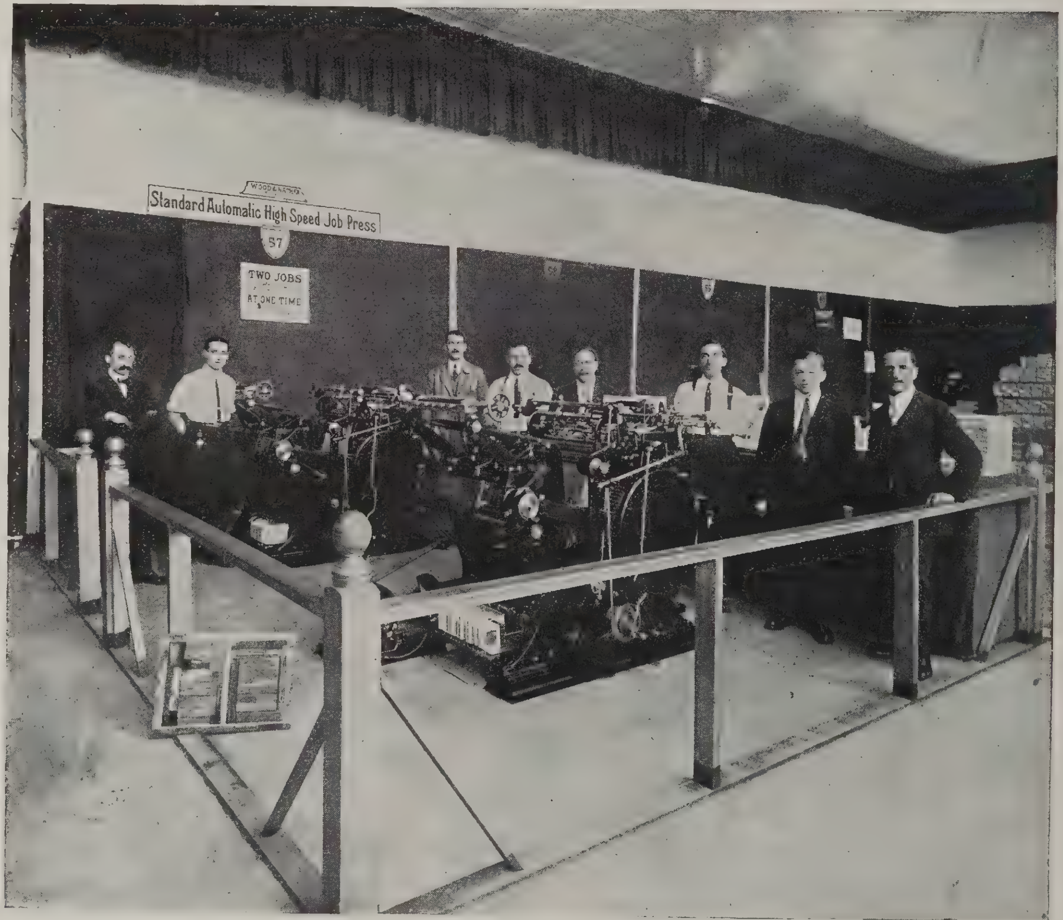

ON THE MARKET OVER 50 YEARS
SMOKE IT OUT.
THERE MUST BE SOMETHING GOOD IN IT.
THE QUEEN CITY PRINTING INK CO.
H.D. BLACK INK
CINCINNATI
Chicago
Boston
Philadelphia
Cincinnati
Detroit
Rochester
St. Paul
Minneapolis
Dallas
Kansas City

The **HIT** *of the*
TOLEDO EXPOSITION

The STANDARD High-Speed Automatic Job Press

Automatically Printing an Envelope and a Letter Circular at from 3,000 to 3,500 impressions an hour

No other automatic job press can do this

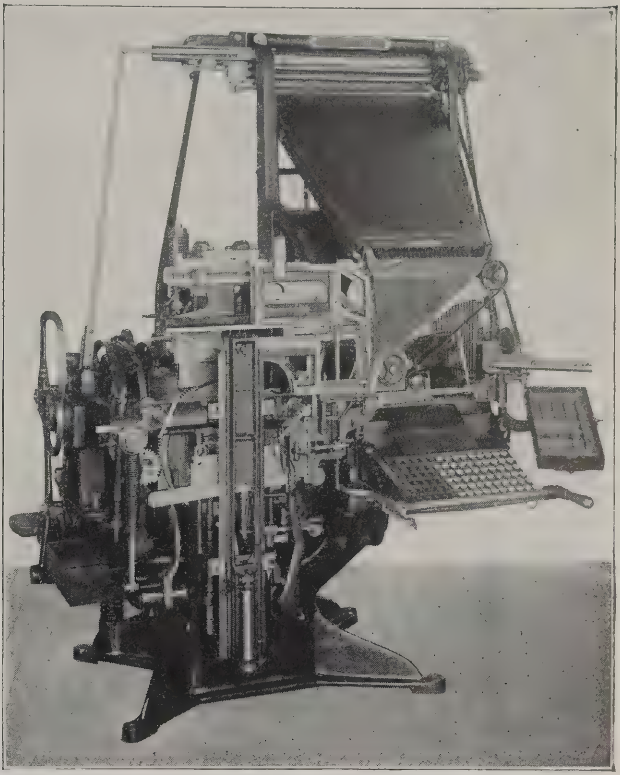


Write for particulars

WOOD & NATHAN COMPANY

1 Madison Ave. NEW YORK CITY *Sole Selling Agent*

INTERTYPE
VERSUS
LINOTYPE



THE second patent suit brought against us by the Mergenthaler Linotype Company shows that they still think they can bluff and intimidate the printing trade as in the old monopoly days.

Unable to meet the INTERTYPE successfully on the basis of merit, and unwilling to meet our prices, they are attempting to frighten printers into thinking that it is unsafe to buy and use our machine.

Their first suit names three patents which they claim we infringe. The absolute absurdity of this claim is exposed in our booklet, "INTERTYPE versus Linotype," a copy of which will be mailed to anyone interested.

This suit failing to deceive, they have tried another. This time they name twenty-five separate suits. Their purpose in naming so many is obviously to prevent our exposing the absurdity of all of them in detail, as we have the three named in their first suit. Most of the twenty-five are as far-fetched and irrelevant as the first three.

This second patent suit is merely another attempt to intimidate prospective INTERTYPE purchasers.

Write us for other facts about the present composing machine situation.

Every INTERTYPE purchaser is fully protected from any danger of suits for patent infringement.

INTERNATIONAL TYPESETTING MACHINE CO.

World Bldg.
NEW YORK, N. Y.

Rand-McNally Bldg.
CHICAGO, ILL.

316 Carondelet Street
NEW ORLEANS, LA.

86 Third Street
SAN FRANCISCO, CAL.

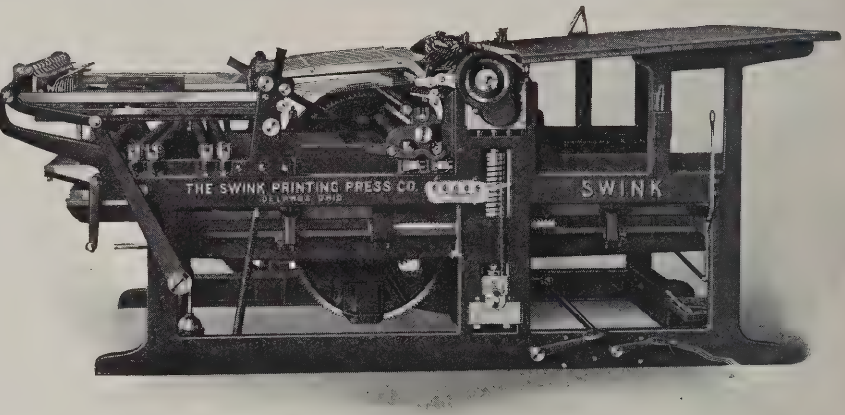
At the Toledo Exposition the

Swink Two Revolution Press

duplicated its success at the New York Show.

The speed and the excellence of the work produced attracted every attending printer to its money-making possibilities.

Samples of work and our catalog will be sent you upon request.



The Swink Printing Press Company, Factory and General Office DELPHOS, OHIO

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

DESIGNS
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THE HOME OF THE
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that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

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Patentees and Sole Manufacturers
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DRAWINGS
of any description, and for every purpose, in
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MECHANICAL DRAWINGS
FROM BLUE PRINTS OR PENCIL SKETCHES.
BIRDS-EYE VIEWS.
RETOUCHING PHOTOGRAPHS.

HALF-TONES, ZINC ETCHINGS, COLOR WORK OF EVERY DESCRIPTION, IN TWO, THREE OR MORE COLORS, WOOD ENGRAVING, WAX ENGRAVING, ELECTROTYPING, STEELOTYPING, NICKELTYPING STEREOTYPING, COMMERCIAL PHOTOGRAPHING.

JUERGENS BROS. CO.
167 ADAMS STREET, CHICAGO.

THE PATENTED MILLER INCLINE TRUCKS
with Lever and Screw Mechanism.

WHY PAY MORE??

NEW PRICE LIST

Lever Truck, No. 3A—22x36, (operates a Platform 40x48)

Gray Iron,	$75.00
Malleable Iron,	$100.00

Screw Truck, Special No. 1—22x30, (with Fixed Handle) $40.00

With Movable Handle

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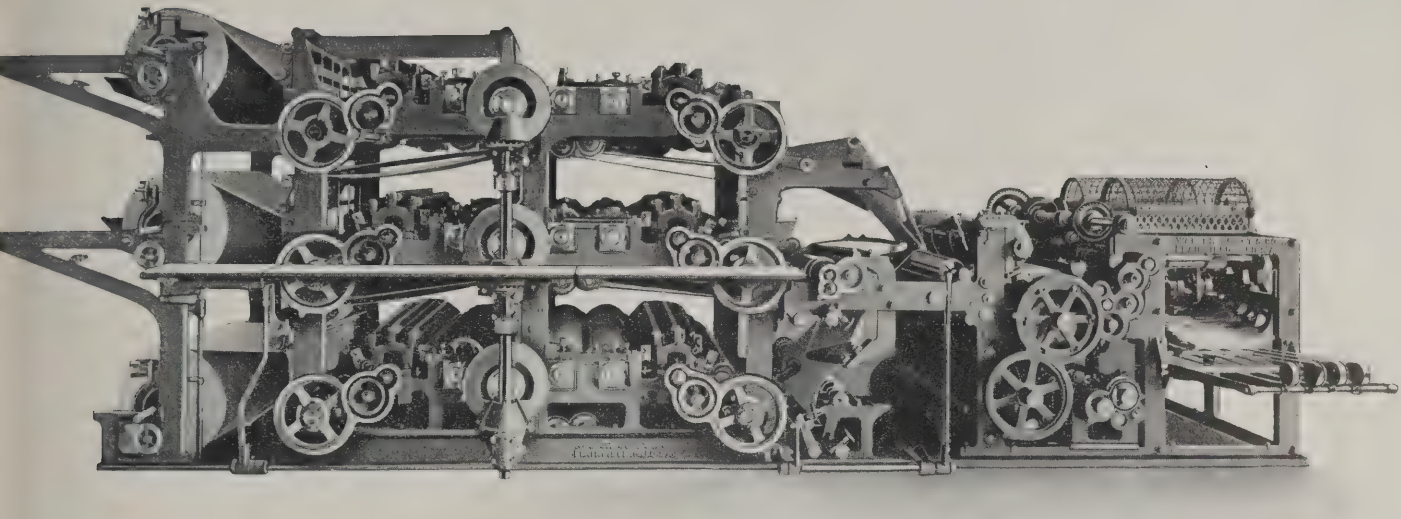

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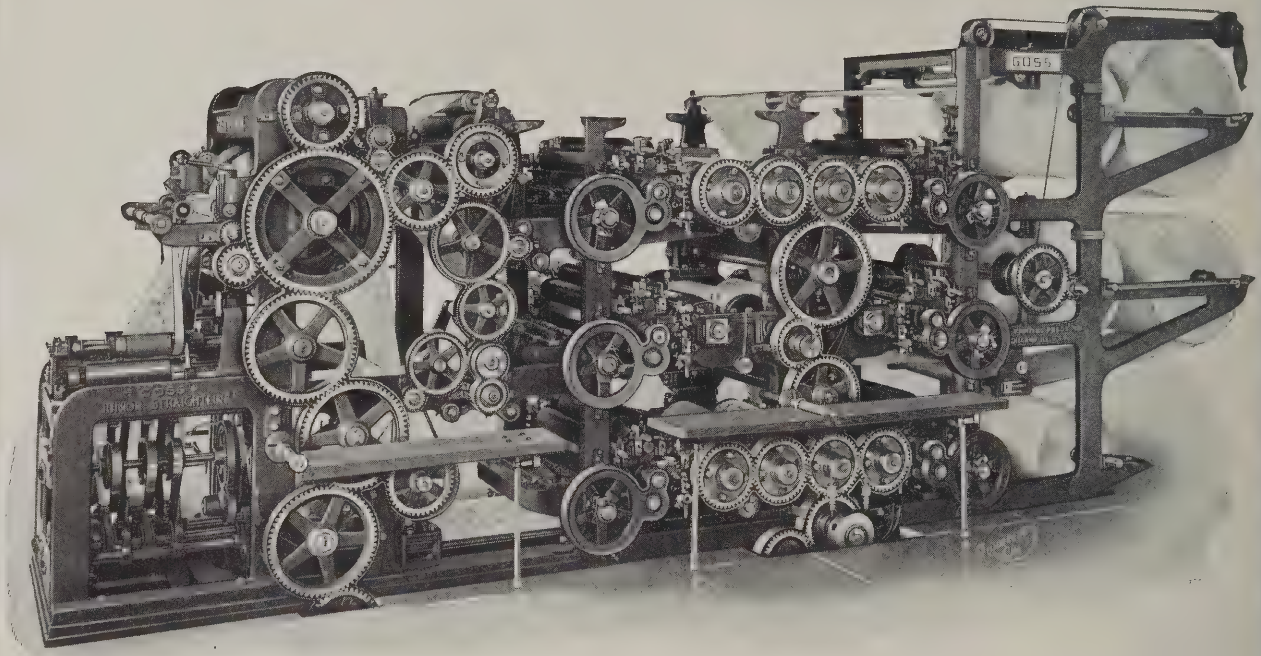

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Who that had even the slightest introduction has not a warm place in his heart for "Uncle Remus?"

To be gentle and kind; to give much time to the pleasing of children to teach them consideration for their little brothers of the field and air; to draw the minds of older folks toward young folks and dumb folks; to blaze a new and delightful path in literature; to live simply; to act sincerely; to love generously—was the gracious mission of Joel Chandler Harris.

Mr. Harris was himself a printer and the fact that his great popularity depended largely on the printed page, will, it is hoped, show the fitness of giving his name to the beautiful face of type shown on the reverse.

THE HARRIS ROMAN SERIES

Showing the New Sizes (24 to 72 Point inclusive) which Have Been Added Since it was First Introduced

5 Point Font $2 00 21 A $0 90 43 a $1 10

WHATEVER YOU DO, WORKMAN, SEE THAT IT IS DONE WELL
Take heart, all who toil! all youths in humble situations, all in adverse circumstances. If it be but to drive the plow, strive to do well; If only to cut bolts, make good ones; or to blow the bellows, keep the iron hot. It is attention to business that lifts the feet higher up on the ladder. Employ thy time well, if thou meanest to gain leisure. 12345

6 Point Font $2 00 23 A $0 90 47 a $1 10

A GOOD WORKMAN IS, USUALLY, A GOOD CITIZEN
A Job slighted, because it is apparently unimportant, leads to habitual neglect, so that men degenerate, insensibly, into bad workmen. Training the hand and the eye to do work well, leads individuals to form correct habits in other 123456

8 Point Font $2 25 22 A $1 05 43 a $1 20

STOOD THOUSANDS OF DEGREES OF HEAT
A severe test of fireproof construction was made some time ago on a sky-scraper, sixteen stories high. The architects were directed to 123456789

9 Point Font $2 50 22 A $1 20 44 a $1 30

HUNDRED ENTRY BLANKS FURNISHED
Athletic events arranged to take place at the Picnic given by the Broad Street Church next Wednesday, September the Fourth 1234567890

10 Point Font $2 50 20 A $1 15 40 a $1 35

ELEMENTS CREATE GREAT DAMAGE
Fierce wind and rain storm devastated the country for miles about; houses unroofed and many trees uprooted last night 123456

12 Point Font $2 75 17 A $1 30 35 a $1 45

RUSHING TOWARD THE BEACH
Ocean breezes are a delight after a torrid day in the crowded city 12345

14 Point Font $3 00 13 A $1 40 28 a $1 60

ADMIRE STYLISH WOMEN
Handsome gowns displayed at the Ortone Horse Show 123456

18 Point Font $3 25 10 A $1 55 21 a $1 70

MONSTER CAPTURED
Giant Quadruped in Toils

20 Point Font $3 25 7 A $1 55 14 a $1 70

REAPS HARVEST
Farmer is Delighted

24 Point Font $3 50 6 A $1 75 11 a $1 75

CLOUDS ARE MOVING
Thunder Storms Brewing

30 Point Font $4 25 5 A $2 05 10 a $2 20

GARDENS BLOOM
Nature's Gala Attire

36 Point Font $5 00 4 A $2 60 7 a $2 40

WILD BEASTS
Animals Chained

42 Point Font $6 25 4 A $3 25 7 a $3 00

FRUIT SOLD
Choice Basket

48 Point Font $7 50 3 A $3 90 6 a $3 60

Bands Hired

60 Point Font $9 60 3 A $6 00 4 a $3 60

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72 Point Font $11 35 3 A $7 00 4 a $4 35

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NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES
Volume Thirty-One Chicago, October, 1913 Number Ten

Mr. Grondahl in Defense of Mr. Whiting

In recent issues of printing trade papers there appeared an article from the pen of W. R. Hotchkiss, manager of the Dunn County News, Menomonie, Wis., which bitterly attacks the position of E. K. Whiting, of the Owatonna, Minn., Journal, in an address delivered recently at the Illinois Cost Congress on the subject of newspaper costs.

Before discussing the main points in controversy, I wish to say that discussions of this character should be more cordial and more designed to find out the real truth, for which we are all seeking, than to lambast somebody else because he entertains opinions with which we may not agree.

Mr. Whiting made two points principally, which are:

1. That a sliding scale of advertising rates is preferable to the flat rates.

2. That the cost of display advertising in a newspaper is the amount remaining after subscriptions, paid locals and legals are deducted from the total cost.

The first point I will dismiss briefly. There are many publishers who would have continued with a sliding scale rate card unless the flat rate had been forced upon them for the convenience of the foreign advertisers and the advertising agencies acting for them. There is still a goodly number of publishers, whom we have no right to characterize as antedeluvians and mossbacks, who cling to the sliding scale of rates. Personally, I have abandoned the sliding scale of rates, mainly because the flat rate makes it easier to handle advertising and results in less friction with advertising agents, who are all opposed to it. Even some of the foremost metropolitan papers have, in effect, a sliding scale of rates, discounts for frequent insertions and large space being given. For instance, the latest rate card of the New York Tribune makes a sliding rate of 25 cents down to 20 cents per agate line, the price being based on the number of insertions in one month. The rate card in any newspaper office is usually the result of long experience, and whether to use the sliding rate or the flat rate is largely a matter of personal opinion and preference.

Inasmuch as Mr. Whiting's address dealt with cost finding, the problem of a rate card was simply incidental, while the cost of producing advertising space was the main question. We cannot arrive at the truth in such a matter simply by shying brickbats at one who may have views different from our own, nor meet the arguments of another by belittling them. Mr. Hotchkiss says that in figuring cost we should forget the selling price, which may be very well, but it should not be forgotten that we try to arrive at the true cost of production mainly to ascertain at what price to sell the goods we manufacture, and incidentally to learn how to manufacture at as low a cost as possible, by finding the leaks which a cost system lays bare.

Mr. Whiting contended that one should deduct from the total cost of the paper the amount received from subscriptions, legals and local readers, and that the balance of the cost must be borne by the display advertising. Mr. Hotchkiss says this is all wrong, and ridicules the idea. He says that it is a simple matter to figure the cost of newspaper space. All one has to do is to charge up all the expenses against the paper and divide it by the total number of inches of space contained in the paper, reading matter, advertising and all, and you get the price per inch, which cost naturally should be a guide in placing a selling price on a newspaper, the same as any other piece of job printing.

The writer of this article was probably the first one to suggest a plan, somewhat similar to that of Mr. Whiting, for figuring the cost of display advertising, and his views were expressed in a paper at one of the cost congresses. A considerable number of newspaper men with whom the writer has come in contact since then have, after due deliberation, shared these views, which have been given in somewhat modified form, and perhaps somewhat more definitely, by Mr. Whiting in his recent address.

We must not overlook the fact that there are several distinctive elements in the newspaper business, some of which are practically fixed as to price and some of which are more elastic, which must be reckoned with in considering newspaper price-making. The subscription price of a newspaper is fairly permanently fixed, so are legals and reading notices. Most of us will probably agree that it is easier to change the rates of display advertising than anything that a newspaper has to sell. Also, it will be admitted generally that much of the expense of publishing a newspaper is incurred for the purpose of making it a first-class advertising medium. The amount received from subscriptions will not warrant these expenditures and they could not be incurred merely for the sake of giving subscribers a good newspaper. The publisher has an eye to the advertising revenues when he makes expensive improvements to his paper.

Mr. Whiting, in his discussion, gives an illustration of his method of cost finding. He cites an issue of his twelve-page weekly paper, the total cost of which was $160.49. The receipts from legals, from locals and from subscriptions amounted to $99.88, or $60.61 less than the edition cost. The edition carried 380 inches of advertising, and Mr. Whiting figures that the display advertising must necessarily take care of this amount, because in no other way can it be taken care of. This idea Mr. Hotchkiss and others ridicule, and possibly they are right when they say it is all wrong, but I would like to have some reasonable argument or proof why the cost of a newspaper, after the money received from subscriptions and legal and other notices has been credited, should not be placed against the display advertising. In figuring the newspaper as a job, without taking into account the elements that go to make up the business of a newspaper, the theory that one inch of a newspaper should cost the same as every other inch may be good, but in practice this may need modification, at least at the selling end of the proposition.

A real estate man buys ten lots on a certain street at the uniform price of $500 a lot, total $5,000. Some of the lots are worth considerably more and some of them considerably less than the average price. One of the lots will only bring $300, three others will bring only $400 apiece, and the fifth will bring $500, at which prices he necessarily disposes of them, realizing $2,000 for five of the lots. The others, which constitute the choice of the property, on which he expects to make a profit, " stand " him $3,000. He figures that they cost him $600 a lot and must get his profit accordingly. Is his logic faulty, and if so, why?

Another homely illustration, taken at random, and possibly open to the charge that it is not a true analogy: A meat dealer buys a live beef. He pays 6 cents live weight. The hide is removed, the carcass is dressed, the tallow, etc., removed, the waste discarded and the marketable meat placed on the counter. Are not the waste and the losses sustained on some of the products added to the cost of the meat? And is it to be presumed, notwithstanding the fact that the work of preparing the beef has been uniform over the whole carcass, that the fine cuts of porterhouse cost the dealer no more than the round steak and the soup bones? Of course, he can figure any way he wants to, but there is one thing that stares him in the face, namely, that he must get enough from the fine cuts to give him a profit on the whole product, regardless of how he may get at his cost.

This may be readily admitted: That a page of advertising costs no more when it comes to composition, paper and press work than another page, but inasmuch as the publisher expects to receive three or four times as much for advertising as he does for subscriptions, and probably expends money in that proportion for the sake of making the paper a good advertising medium, why should not this fact be taken into consideration in figuring the cost of advertising space?

A suggestion for figuring newspaper costs, quite in harmony with Mr. Whiting's idea, presented to a cost congress a year or two ago by the writer, and referred to previously in this article, which has been accepted by at least some good newspaper men as logical, was as follows:

Figure the cost of the newspaper as you would a job. Divide the total cost by the total number of inches and you obtain the average cost per inch. Add the profit you think you ought to have, and arrive at the average selling price per inch. Ascertain how many inches at that price can be bought with the subscription receipts. Deducting this from the total, you will find how many inches remain for the advertising to pay for. Generally, it will be discovered that the subscription money will not begin to pay for the space occupied by reading matter, and the reading matter that is not paid for by the subscriptions naturally must be borne by the advertising. Add the price of the space occupied by reading matter, and not already taken care of by the subscription money to that of the space occupied by advertising, and divide the amount by the number of inches of advertising carried, and you will find at what price it will be necessary for you to sell your advertising per inch in order to make an average profit for the whole newspaper.

To illustrate: Suppose you publish a newspaper that contains 1,000 inches of space. Of this, 400 inches are devoted to advertising and 600 inches to reading matter. The total cost of production is $100, or 10 cents an inch. Your purpose is to make $25 on the edition, equivalent to 25 per cent on the cost price. Accordingly, the entire edition, subscriptions, advertising and all, should bring $125. This is equivalent to 12½ cents per inch. Receipts from circulation for this edition we will figure at $30, which will pay for 240 inches of space at 12½ cents per inch. Deducting the 240 inches of space taken care of by receipts from circulation, from the total of 1,000 inches, we find that 760 inches of space, 400 inches of advertising and 360 inches of reading matter, is yet to be paid for, all of which should bring 12½ cents per inch, or $95. Since there are but 400 inches of advertising, the same must bring 23¾ cents per inch in order that the publisher may get an average price of 12½ cents per inch for all the space in the paper. Now, whether you add the amount which the 360 inches of reading matter must on the average bring the publisher to the 400 inches of advertising space, and call that the cost of the advertising space, or whether you forget all about the space for reading matter which is carried in excess of space paid for by the receipts from the circulation, for the benefit, really, of the advertising department, there is no quarrel between us on that point; but, the 400 inches of advertising must yield at least 23¾ cents in order to bring an average price of 12½ cents an inch for the entire paper, which is a profit of 25 per cent on the cost price. Whether you figure your profit on the cost price, which many do and should not, or whether you figure it on the sale price, as everybody should, the proposition is the same. The even numbers used in this illustration are taken not because they represent any specific newspaper edition, but because they explain the theory in figures easily understood at a glance. In this hypothetical case I have not taken into account legals and local readers, as Mr. Whiting has done, and you will notice I have approached the matter from just a little different angle. However, the idea is about the same, namely, that the advertising columns must bear the burden after the circulation and incidentals have been applied to the cost of a newspaper.

If someone has a better way to suggest for finding what advertising should sell at, the writer would be greatly obliged to be informed, by sound, calm and courteous reasoning for the benefit of the craft, and not by jibes and brickbats, although the writer must confess that he is not in the least sensitive. But unless the discussion is calm, unimpassioned and fair, it will do nobody any good.

JENS K. GRONDAHL.

* * *

Cost and the Human Element

By B. B. Herbert

(Before Convention of Trade Press Association of the United States of America, September 20, 1913)

Civilized men through all the centuries have been concerned as to accomplishment, and anxious for gain. However, in the printing and publishing world, at least, little intelligent attention has been paid to cost, on the knowing and regulating of which all certainty as to gain or profit depends. The religionist has sung of the great payment "of all the cost I owe" but has been somewhat oblivious as to the cost in his daily occupation.

Many printers seem to have depended on Providence or chance to take care of their "overhead" costs. The science of cost has come, at last, for our business salvation. Cost finding has received the attention and study of the ablest and most experienced men in the callings of printing and publishing. Systems have been developed that are well nigh perfect. The discovery of the laws of cost has been the most beneficial to intelligent, honest business — insuring security and just profit — of any discovery of the century.

It has been found that laws and science of cost are founded in nature and pervade all the relations, activities and dealings of life. One of the scholars in the new science has philosophically and rightly declared: "Cost is a great law of Nature, that accounts for all losses and wastes and is reached through her laws of balance, production, depreciation (or decomposition), increase (or interest), co-operation and distribution." There is naught that exists in this living world without cost. No plant that grows but that has cost the preparation of the soil through the ages; no growing thing but that draws from the earth elements that must in some way be restored in order that the soil's fruitfulness or plant productiveness may be restored and Nature's balance be maintained. The wise husbandman counts the cost and makes full and liberal repayments by intelligent fertilization.

Man — the crowning work of creation — considering time and expediture required to reach maturity, with all the attendant risks, losses, accidents and cares — is the most costly of any known product. It is interesting, if not amusing, to know that the old and now obsolete meaning of the word was "rib," indicating, possibly, the origin of the costliness and preciousness of the better half of the human race.

While the human element, the man, is the first and the most necessary agency or device — the very handiwork of Divine power and wisdom — in all our production his cost has been largely ignored. Considering the risks, the wear on the delicate nerves, on the brain, and muscles, the liability to accident and disease, twelve per cent would not seem too much to allow on the cost of a human life, and a thousand dollars at twelve per cent, compounded annually, amounts to a million dollars in sixty years. A perfect man, equipped with knowledge and skill, merely as a delicate, perfected device, prepared to perform all required work skillfully, efficiently and profitably, costs many times one thousand dollars. In this viewpoint of dollars, many of our parents made a poor investment as to earning and increment. They would have been wiser to have loaned the money, or to have invested it in bank stock.

The cost of a printing press, the interest on the investment therein, at six per cent, and the wear and tear at ten per cent, are all taken into account, but the investments in oneself, in his associates in manufacturing or business, and in each and every employe, have been too little considered in any intelligent manner.

The new science calls attention to these as well as to all other legitimate and necessary expenditures and is establishing these as the just and required chargeable outlays of business. The human upkeep charges, that have been too often ranked as benevolences or charities, are being rightly provided for as charges on the running plant, by the way of allowances for safety devices, for means of preserving health, preventing injuries, keeping the workers in full vigor of body and mind, active, alert, vigorous, joyous, with all the senses and faculties at their best, and by insurance to meet losses by accidents, sickness, old age and death.

More perfect means will be provided against accidents as the more general application of the science increases. Indifference, ignorance and neglectfulness of all the cost of the human machine has been one of fruitful causes of failure to be remedied by scientific study.

It is not too much to believe and hope that through a thorough understanding of this science, showing all items of necessary cost and the earnings on the necessary outlay of capital and labor, and the systems of work and efficiency founded thereon, both employers and employes will be able amicably to solve many of the questions of labor and employment, wages and profits, and to remove the misunderstandings, frictions and discontents resulting in strikes, lockouts, sabotage or destruction of property, that now increase cost and cause the the loss of millions of dollars to wage earners, to employers, and to the public — the innocent bystanders who have no means of escape.

What has come to be called the "Omaha Spirit," recently manifested by friendliness, association and co-operation between organizations of employers and employes, at Omaha, Neb., is an earnest or token of what is to come throughout the whole industrial world, by thorough understanding of cost by all and its proper distribution.

The new system of understanding cost enables one to be honest to himself, to his business, to his employes, and to his customers. Legitimate cost, with just profits added, is recognized as the right of the producer by all honorable business men. It is related in the Great Book, that after ten centuries and more is still the best seller of the year, that King David, some four thousand years ago, refused to accept oxen and fuel without buying it for the full price, even for a burnt offering to the Lord without cost.

Commercial honor is no less today, it is hoped, than it was four thousand years ago. If such honor is lacking, the trade press has the great duty, resting upon every editor and publisher, to teach common honesty, for that which a man receives without returning an equivalent he steals or secures as a mendicant.

The ability to show cost does away with bickering betwen buyer and seller, eliminates the demand for and the seeming necessity at times, of price cutting. The fight for lower prices comes very largely from ignorance and fear of being cheated or not receiving full values. The showing of actual cost satisfies all honest, reasonable customers and those that are lacking in understanding and honesty, no one needs or wants, for they are sources of direct loss and destroyers of that valuable asset, goodwill, and are a weariness to the flesh. They wear out the human machine, as sand and dirt wear out the delicate bearings of the printing press.

Cost finding is the key to efficiency. It opens the door for the discovery of all leaks and waste, whether of time or material, all defects of machines and appliances, of arrangement and lighting, all the means for bodily comfort and health. The way is also opened for weeding out all the careless, indifferent, incompetent workmen or the bringing them up to the standards of efficiency. The way to remedy comes with the discovery of the defects, their location, extent and cause. It opens up the way to proper co-operation between the different departments and the workmen therein. Cost without reasonable efficiency is false cost, so that the two are interdependent in the carrying on of business successfully.

The cost science is doubly important to the members of the trade press, who are not only producers but also teachers of producers. One cannot teach until he understands, and to know how to apply the system, rules or science in one's own business better fits one for the intelligent, effective teaching of others.

Every editor and publisher of a trade paper should be a cost system evangelist. Mr. Ed. E. Sheasgreen, one of the ablest, most thorough scholars and teachers of this science, on which, as applied to profitable wages for labor, he has written a most valuable, practical book, recently wrote:

"The editor, whose publication goes to the individual, preaching only the cause of the individual, should be so well versed in this science that he may show the individual the absolute necessity of knowing the cost of the effort put forth for bettering society. The cost of producing the human machine, the cost value of its service to society, the cost of all when each individual human machine does not live according to the laws of Nature — the laws of the Supreme God.

"If the publication is out as a mouthpiece and guide for the home, the editor must get every member of the the home interested in these great questions.

"If in the interest of schools and churches, then the cost to these organizations in producing their product should be sought.

"The poor farmer has a crying need of the editors of the great agricultural papers to preach to him and for him, the science of cost finding, so that all farmers may know how to find, all in the same manner, the cost of their products and produce — to that end that the vast wastes of the present methods of producing from the land may be reduced to the minimum.

"Does the publication go to the shop man, the factory manager, to the mine operator? Then to those men should be given the same lessons in cost finding so that the friction and unsafe and unsound business methods that now prevail will be abandoned.

"To the labor organization man, to the man in government employ, these same laws apply, and their efforts should also be measured by them.

"Editors could in a very short time revolutionize the present false, base, unsafe, insane business methods of the world if they but had the proper knowledge of this new science."

The field and the opportunities for service, as described and set forth, seem full of promise. It certainly would be a grand work to bring all business and employment down to an intelligent, honorable basis, so that there would be no longer deceit, secretiveness, suspicion and misunderstandings among men in their dealings with one another.

* * *

A New Book for Employers and Employes

"The Profitable Wage" is the title of a new book which will be out about November 20. It will contain about 200 pages, will be cloth bound, and will sell for $2 in the United States and $2.50 in foreign countries.

The author is Ed. E. Sheasgreen, of Chicago, Ill.

To find the cost of producing labor, Mr. Sheasgreen has perfected three or four very simple forms which show, first, how to get the records of the amount of capital invested in each human machine, then the living expense of producing human machine labor (family expenses and all), including the expenses of the depreciation of the human machine according to occupations, on the capital invested, and the interest on the same, and then from another form the number of hours, tons or pieces that are produced by a worker in a month, which, when divided into the total expense, gives the cost of producing the labor for that one man.

When records from the many men of one occupation are had, with all the varying conditions that must come in where thousands work at the same thing, we then have the cost of that occupation for producing its labor.

When this information is known, by both the employe and the employer, a right basis can be arrived at that will allow all parties to meet and intelligently discuss and settle questions that ordinarily would be fought over. Great losses now existing in society would annually be saved. That this can be done has been conceded by business men, college professors, labor leaders and workers who have read parts of the original manuscript of this remarkable book.

Mr. Sheasgreen not only had seen service as an editor and employer for several years prior to his long experience in this new science, but he served for over fifteen years in the cab of a locomotive. Hence he has a big knowledge of both sides of the wage question. He served also as secretary for the last five months of the existence of the Ben Franklin Club of America, an organization of employing printers that studied business educational questions only, and he has recently been appointed associate editor of the National Printer-Journalist of Chicago. In addition to his duties as manager of the Standard Cost Finding Service Company, he will conduct for that publication a monthly department of education in this new science.

Science of cost finding is based on the natural law of distribution, and the law of distribution is the whole wage question pure and simple. This law lived up to intelligently will give us the cost of labor, then we can have a more equitable distribution of the products of labor.

One of the great world problems is the wage question. As the complexities of civilization increase, so the perplexities of the wage question increase.

How to have more of the wealth of the world get back to the producer has been the great problem that men for centuries have tried to answer. As each generation advanced in knowledge and understanding a little more of science crept into the way of doing things — into the way of conducting business.

Within the last few years the science of cost finding has been discovered and successfully applied to bring about scientific business management.

One of the best known students in the new science, Ed. E. Sheasgreen, has succeeded in applying its principles to the solving of the wage question. His findings have been set forth in "The Profitable Wage," to be issued this coming November.

The author has for years been installing cost finding systems in many large and small plants in different parts of the country. He knows plant conditions from the head office to the rear of the shop, probably better than other men, because he has made special studies of conditions found there.

In "The Profitable Wage," he argues that if it is possible to find the cost of a man-made product or machine — it is just as possible, and just as needful to find the cost of the human machine. If it is good business to know positively, accurately, the cost of a man-made machine, then by the same reasoning it is as good business to know the cost of producing labor to sell. In making his studies he has looked to Nature and been guided in his work by her five great laws of business. He reasons as follows:

"Cost — What is cost?

"Cost is not a law of man, but is that great law of Nature, that accounts for all losses and wastes, and is reached through her laws of balance, decomposition (depreciation), increase (interest), distribution, and co-operation.

"The law of balance is Nature's first great law of cost. Nature says that after the night must come the day, after the storm must come the calm — that where there is an outgo (expense) there must be a like income or there is a loss.

"The law of decomposition is that law of Nature that shows man how all matter changes its form back to its original state — the earth.

"The law of increase is Nature's law of interest.

"The law of co-operation. Nature shows how every bit of energy should move with exact precision, so that the most may be accomplished with the least possible effort.

"On the law of balance is based the science of accounting.

"On the law of distribution is based the science of cost finding.

"By the law of co-operation we arrive at the height of efficiency and perfection.

"It costs to maintain balance, to care for depreciation (through replacement funds), to properly distribute, and to have fullest co-operation.

"Whether man ever gave thought to the question or not, the cost line of all efforts has always existed, still exists, will ever exist."

He argues further that these laws are as applicable to finding the cost of producing labor, as to finding the cost of the products of labor. When these laws are applied to the wage question, wages will be placed on a real business basis. Then the same results will be had for labor as are now secured by business, when it applies these laws to finding the cost of the products of labor.

Everyone who has read books on the wage question, and on the reasons for the high cost of living, knows that authors generally are only reciting old facts in a new way. No practical, workable, easily understood plan for settling these questions has yet been advanced by any leader of thought.

The way to settle any question right is to first find its cost.

Work for the Executive Committee of the National Editorial Association

By E. H. Tomlinson, Daily Record, Morristown, N. J.

I feel that the National Editorial Association has a great and imperative duty to perform if it wishes to justify its continued existence; one which calls for the devoted endeavor and the united efforts and energies of the members of the executive committee.

Mr. Oswald, the new president, I know, realizes the work that is cut out for the Association, if it fulfills its mission, and it will be through no fault of his if we fail in what we are undertaking. Moreover, I do not hesitate to say that the Association has such an appeal for the support of the individual publishers and of the local and state associations as should win their earnest and instant attention, to be followed, I am sure, by their hearty and full co-operation.

There is, the most casual observer must know, a great and growing need for a strong national organization of the newspaper publishers—particularly of the owners of the "home papers," as I term the rural weeklies and small city dailies. Our rightful prosperity depends upon it, and our independence, if not our existence even, may suffer from lack of it.

If our Association does not measure up to this need it should give way to some organization which will. But it is the intention of the executive committee that it shall.

The time has come when our papers stand not only to gain greatly in prestige, power and profit by collective action, but even to lose from our present position without it.

The many attempts made last winter in various states and at Washington to pass measures restricting newspapers in the free publication of news and advertisements were generally unsuccessful and were not usually given serious attention by us. We were satisfied to refer to the bills as "fool" or "freak" legislation, but there is nothing to be gained by disguising the fact that the trend of the times is toward legislation affecting newspapers and curtailing what we have always alluded to as the "liberties of the press." I don't say it will, necessarily, be harmful, but some of it surely will be if we are not ready with organized opposition to give force and direction to our efforts. On the other hand, some legislation may prove actually helpful if we have an organization powerful enough to guide the legislators in framing their proposed acts.

Such an organization can also strengthen our prestige and power by working to relieve us of the stigmas which make legislation seem necessary to so many.

Financially we can benefit greatly by it. There is not a single newspaper, no matter how restricted its field, provided it is reasonably well filling that field, which is not entitled to a net income from foreign advertisers of fifty to two hundred per cent more than it now receives. It is not unreasonable to expect that they will get at least a good part of this increase in time, but one of the essentials in securing it is the assistance of such an organization as we are working to perfect. This is but one instance of the financial benefit. Another is to be found in educational work that will lead to the job departments conducted by most papers being more profitable adjuncts.

Without going into the possibilities of service in more detail, I hope I have made it clear that there is enough and plenty at stake to spur on the executive committee to do its best.

Agrees That N. E. A. Should Be More Representative

Chicago, September 11, 1913.

Mr. B. B. Herbert,
Editor National Printer-Journalist.

Dear Sir: Initiative, force and energy are qualities that should be possessed by the head of any organization. These essential attributes are fortunately combined in the person of the newly elected president of the National Editorial Association, Mr. J. Clyde Oswald.

At the first meeting of the present executive committee, held at Colorado Springs, Colo., following the convention of the National Editorial Association last June, Mr. Oswald outlined plans for building up the organization and increasing its membership that excited the interest and enlisted the support of every member of the committee.

I agree with Mr. Oswald in the opinion expressed by him that the most important work to be undertaken is that of making the National Editorial Association a more representative organization of newspaper men and publishers. It has the machinery and experience required to accomplish the work expected of an organization that is regarded as truly "national" in character, but it has not, in my opinion, sufficiently exploited the numerous advantages it has to offer to attract, as it should, people connected with the newspaper business from all parts of the United States. A vigorous campaign for new members will, therefore, be likely to be the first thing to engage the attention of the new executive committee.

With a large membership, paying annual dues, the National Editorial Association will be able to help and benefit its members in many ways and at a small expense to each individual. It could employ a competent and experienced man in New York and Chicago, where all of the big advertising agencies are located, and where the nation-wide publicity campaigns are originated and carried out, to go after a share of the business for publications conducted by members of the National Editorial Association. Through the co-operation of its members the man or men paid to secure advertising contracts can also act as purchasing agents to buy paper and printing house machinery and supplies at the lowest possible prices.

In the acquisition of a large number of new members, the National Editorial Association will also be sure of a larger attendance at its annual conventions. New ideas will be discussed at the meetings and more knowledge and benefit will be gained from the experiences related by others in the same business as ourselves.

In my opinion, at least three days of the annual convention of the National Editorial Association should be devoted exclusively to the discussions and business of interest to the organization. The entertainments and social functions, which are such delightful features of our annual reunions, will be all the more enjoyable if these are arranged to follow the practical and serious work of the convention. It would be a strong feature, and one that would attract a big attendance at the final meeting, if it could be arranged to have a newspaper man or writer of national fame, like Arthur Brisbane, William Allen White or Col. Henry Watterson, deliver an address at the last session of the next convention. A speech by one of these eminent journalists will be sure to interest the general public as well as the members of the N. E. A., and should be given in some large public hall, capable of accommodating a big audience.

As to the program for the next convention, arrangements will be made by the president and officers of the National Editorial Association, to prepare one that will be attractive, interesting and educational.

I am in hearty accord with the officers and with my fellow members of the executive committee, and join with them in their ambition to increase the membership of the National Editorial Association, broaden the scope of its work and to bring added benefits to each of its members.

Yours fraternally,

FRANK RODERUS.

* * *

New Features of 1914 Printing Exposition

Those who witnessed the National Printing & Advertising Exposition at the New Grand Central Palace in April, pronounced it a great success, but it has been announced by Mr. Harry Cochrane the producer of this Show, which will be held again in 1914, at the New Grand Central Palace, April 18th to 25th, that the 1914 Exposition will be wider in scope, and more of an actual Graphic Arts Exposition than was the 1913 Show.

The new features of special interest will be: Competitive exhibits of Printing, Lithographing, Advertising, and all other Allied Branches of the Graphic Arts. This feature has been determined upon not only as a logical supplement to the exhibits of machinery and materials, but as the strongest possible factor in stimulating nation-wide interest in this event. A large section of the New Grand Central Palace will be reserved for these exhibits, and only a nominal charge will be made for the space and equipment required.

The competitive exhibits will be grouped under the following headings: Photography: Design: Illustration: Color Work: Book Printing: Catalogue Making: Binding: Lithographing: Maps: Steel Plate and Photogravure Work: Advertising Composition: Advertising Novelty Exhibits.

These exhibits by the way, consist of walled-in booths 6 x 6 feet which will be alloted at the rate of $70. each, and includes in addition to the lighting of the building, a special drop light over each booth. Exhibits may be either as framed displays, or attached directly to the backgrounds or side walls.

The committee acting as jury of awards is as follows:—F. L. Parsons, Pres. N. Y. School of Fine and Applied Arts; G. B. Wadsworth, Pres. Eastern Division Associated Advertising Clubs of America; J. C. Oswald, American Printer; H. L. Johnson, Graphic Arts; W. Prescott, Inland Printer; W. B. Hait, Master Printer; C. F. Whitmarsh, Printing Art; Chas. G. McCoy, Printing Trade News; Chas. Paulus, Sec. Typothetae of New York, and Printers Board of Trade.

The paper section of this exhibit is another feature that is being developed, and an advisory committee has been chosen, which comprises some of the most representative men in the paper trade.

C. W. Deardon, Mgr. Strathmore Paper Co.; J. A. Briggs, Paper House of New England; D. E. Paris, Hampshire Paper Co.; Fritz Lindenmeyr, H. Lindenmeyr & Sons; Maxwell Howard, Aetna Paper Co.; G. E. Greene, Sec. Niagara Paper Co.; C. A. Hubbard, Bryant Paper Co.; T. N. Fairbanks, Japan Paper Co.; W. C. Nebling, L. DeJonge & Co.; J. Andrew, Stone & Andrew; P. W. Gridley, Crocker & McElwain; S. Robert Hart, U. S. Envelope Co.; W. C. Powers, Great Northern Paper Co.; Chas. Drury Jacobs, Chairman, Paper Committee.

The Boy and the Waste-Basket

By Roscoe E. Haynes, Fairport, N. Y.

BACK in the years when we were the official care-taker of the office waste-basket and its contents — when we burned the paper on a big stone pile back of the country shop where we "learned the trade"— the boss used to kick when he caught us spending our precious (?) time examining the kaleidescopic array of catalogues, folders, mailing cards, etc., which poured from the depths of that oft over-flowing receptacle.

But then, as now, we wanted to learn all we might of the art preservative — not only where the "e" and "a" boxes were and how to properly wash a press for "color"— but also how the other fellow did it in other shops and with different tools and machines. The thirst for knowledge was strong upon us, as it is indeed with most boys who are really anxious to learn all they can of the trade they have decided to make their life work, and in our youthful opinion the kicks of the boss were not founded on justice. Therefore, whenever the opportunity offered, we took advantage of the "printing exhibits" displayed in the over-gorged waste-basket and often preserved such specimens as appealed especially to our boyish tastes.

And, Mr. Printerman, when you see **your** apprentice up to similar tricks, don't be hasty in your criticism. Rather criticise yourself that, whereas you have taken upon yourself the duty of instructing and educating a printer worthy of the trade and of his teacher, yet you have failed to supply the youngster with that which he craves — i. e., new and artistic examples of typography and illustrated and descriptive literature of machinery and trade devices.

Can't you see that a lad who pours over the good things in your waste-basket is just the sort that will watch all sources of information and enlightenment along trade lines? How can he help but progress if he continues in such methods? Would it not be worth while to keep track of certain literature which you in superior judgment know would be good reading for the boy and lay it aside for him instead of throwing it away when it comes to hand? The lad will appreciate your thoughtfulness and courtesy even if he is "only a boy!"

And don't confine the work to the showing of samples of "art printing" either. Call his attention to the new mechanical devices and tools as they are placed on the market, when the advertising matter comes to your desk. He may not understand it all but he will get many ideas therefrom. When he asks questions (as he is sure to do) let someone take the time to explain them as well as possible. Help the boy learn all he may in such ways. It will pay mutual dividends some time.

No doubt you receive numerous "house organs" from machinery and supply dealers. Let the boy have a chance to read these from cover to cover and if possible arrange so that he may read at least one good trade magazine regularly. Some proprietors are so progressive that they keep the current numbers of several of the trade magazines in a rack in the workrooms for the use of the men. At the end of the year the volumes are bound and placed upon shelves for reference.

But whatever you may or may not be able to do in this direction, you may at least allow the youngster the privilege of gleaning whatever information and interesting facts he may from the depths of that capacious gormandizer of all classes of printing — the waste-basket.

The Law of Specific Circulation

By Henry S. Bunting, Publisher The Novelty News, Chicago

Among the many interesting papers read before the convention of the Federation of Trade Press Associations of the United States, in New York, September 19, none were more interesting nor instructive than that read by Mr. Henry S. Bunting, publisher of The Novelty News, Chicago.

Among other things he said:

"The selling power of publicity varies with the radius of the specific circulation of the medium.

"If the radius of specific circulation be great, the selling power will be great: if small, the selling power will be small.

"As a corollary of this law we may say that the waste of money in advertising varies with the radius of the general circulation of the medium.

"Let me give you an example of a trade paper of the highest conceivable specificity. The American Architect is typical, with its circulation of 4,200 — an insignificant circulation compared with that of many well advertised general publications. Of this 4,200, ninety per cent, they claim, is absolutely specific, and the specificity of the journal is so well guarded that nobody but architects, and certain high grade kinds of architects at that, could be induced to read it. It is said that 2,500 architects direct practically all the important construction in this country. These specify precisely what materials are to go into the buildings erected. What a powerful mouthpiece, therefore, this journal must be for the man who wishes to advertise special building material of any kind! The specificity of this journal is double-distilled. But how quickly it would lose its specificity did it crowd its pages with advertisements of automobiles, pianos, jewelry, household furniture, boots and shoes, hats, caps and gloves! Let media now specific in their publicity as well as in their circulation open their columns to the general advertiser, and they will only be making room for new journals, operated with the laws of specificity in mind — journals that, in the long run, will do the business.

"The selling power of publicity varies according as the buying units in which buyers buy are large units or small.

"The medium, therefore, which circulates to buyers using the largest buying units is the most valuable medium for the advertiser, no matter what its radius of circulation may be or what may be the geographical distribution of the medium.

"My law of specific circulation applies here with peculiar force. Mere greatness of numbers in general circulation are here no indication at all of selling power, any more than in the case of the journal represented by the circles on the chart. A journal with an exceedingly small circulation — a trade paper that circulates only to individuals who buy in the largest units — may have a selling power infinitely greater than another journal with a circulation a thousand times as great. Yet the advertiser will sometimes pay the exorbitant rate with cheerfulness to a medium of comparatively insignificant selling power, when were the really powerful medium of small but highly specific circulation to ask a similar rate — he would faint.

"I do not like to be invidious, but I could name cases in which advertisers have taken as a matter of course the million circulation rate and paid it, who, were they asked to pay one-twenty-fifth of that rate to certain journals that circulate only to the highest buying units — they would fall dead. This, remember, when the selling power of the specific journal was many, many times as high. The fact is that there is a great deal more of superstition in business than we are apt to imagine. Publicity in journals with vast general circulation is, in many cases, like praying for rain. People pray for rain, and the fact that no rain comes in answer to their prayers does not stop them at all from praying for rain on the next occasion. They would do better by considering the automatic and inevitable working out of the law of specific circulation, and the law of buying units when they are selecting the media in which to advertise.

"Therefore it should be regarded as the utmost duty and the best business policy of the publishers of trade or special journals to seek circulation only among readers who will add to the value of the journal as a medium. Every one such specific subscriber whose attention and trade are wanted by the advertisers in the journal is worth (to the publisher) one hundred subscribers who do not buy the goods advertised, or who buy only in insufficient quantities, and every one such subscriber is worth (to the advertiser) ten thousand subscribers who do not buy his goods at all. Let publishers see to it that every one of their readers is, if possible, a buyer of the goods the journal advertises. Then let publishers charge rates in just and equitable proportion to this excessively high value of their journal as an advertising medium. As the situation stands at present many highly specific journals are receiving for their space much less than their high selling power is actually worth to those who receive the benefits of their uses."

* * *

THE TRAVELING PRINT OF OLD

Oh, what has become of the Traveling Print
We knew in the days gone by,
Who asked for a job in a husky voice
Suggestive of "rock and rye"?

How well we remember our erstwhile guest
Who hung up his coat on the door,
And never had use for the towel or soap
Though he needed a cuspidor!

And we haven't forgotten the deal we made
When he traded a one-eared rule
For an old felt hat which was quite passe —
We still have the battered tool.

Though never again we may see that print,
Who wandered from place to place,
And showed the apprentices how to "jeff,"
And wore his hat at the case.

Yet, as memory prompts, we smile once more
As we think of the tales he told,
And still in our heart there's a tender spot
For that Traveling Print of Old.

ROSCOE E. HAYNES.

Fairport, N. Y.

* * *

"MONEY WELL SPENT."

Canfield, Ohio, February 14, 1913.

Dear Father Herbert: Here is my N. P. J. renewal. Money well spent. Continued success and many more years of useful life.

Cordially,
C. C. FOWLER.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

I GOT a letter some months ago from Messrs. Randall Bros., publishers of the News, Prairie City, Iowa, which I laid aside at the time, intending to give it an early personal reply, but, unfortunately, my time has been so closely and constantly occupied with other things, that days, weeks, and even months, have slipped by, one after the other, without my having been able to carry out the good intention. Thus has another flagstone been manufactured for that sordid region below.

The subject on which the letter touched, and that which I would have to say in answering it, must prove of so much interest to newspaper publishers generally, that today, on consideration of the matter, I have decided to make my remarks public, as an introduction to this installment of Newspaper Criticisms.

The gist of Brothers Randall's letter was to the effect that, in the aim to improve their publication and business they had come at length to the subscription problem — the problem of getting their list upon a cash-in-advance basis, and of keeping it there, as advocated in these columns of the National Printer-Journalist of July and September, 1911, and a request for further information and advice.

Regretably, I have no form letters on hand, as used by myself when I put my own paper on a pay-in-advance-stop-at-time-of-expiration basis, since that has been two years ago and more; but the making of these letters is an easy matter, just what they may contain being decided not only by general conditions, but by the conditions peculiar to each individual case.

For instance, in my own case, I took the need of a new press as an excuse for the plan's inauguration. However, there are abundant reasons for the adoption of the plan, on general principles, without the necessity of conjuring up special reasons.

A publisher about to adopt the cash-in-advance system, should compose a polite circular letter, presenting a good, sound argument for the innovation (points for which will occur readily enough to any thoughtful newspaper man) and mail a copy of it to each of his delinquents, together with subscription blank and self-addressed envelope for reply and remittance.

A fortnight afterward, or possibly in less time, it is an excellent plan, I believe, to send out a second letter to all from whom a response has not been received, calling the delinquent's attention to the fact that as yet he has not been heard from and again urging him to pay up all arrearages and come back in on the list of the "saved and sainted," as poor "Bill Barlow" used to call it. This letter No. 2 should be stronger, if anything, than the first. If I remember rightly, when I was adopting the plan, I followed letter No. 2 up with a third letter, briefer but strictly to the point, and then after a reasonable lapse of time I employed a solicitor to call personally, so far as was practicable, upon every one of the delinquents who had thus far withstood my earnest appeals by post.

Of course, during the meantime, it must be remembered, the new system was featured up strongly in the news columns of the paper, from week to week, so that all readers might learn how the new plan would be made to work. Every phase of the innovation was explicitly exploited and a list of those who responded was appended, the type being help up and the names added thereto, from week to week, as new remittances were received. Then, when the list was straightened up as well as possible, it was announced through the paper that the new cash-in-advance-stop-when-up plan would be in effect on and after the first of the succeeding month.

At first I followed the plan of checking up my list on or about the middle of each month and mailing postals out to all subscribers whose subscriptions expired during the month, calling their attention to the fact and cordially inviting them to renew.

But some months ago I discontinued this practice, for the reason that, in spite of the fact that the card itself assured the recipient that it was not a "dun," else it could not be transmitted through the mails, many rural readers insisted upon treating it as such and proclaiming more or less offense at its receipt. Nor was this all. Other subscribers complained that they never received our notices, and, as there was no way of proving that we had sent them such a notice, it placed the office in an embarrassing position. Therefore, I simply announced through the paper that no more notices of expiration would be sent to subscribers and by keeping my readers reminded from time to time to keep acquainted with the figures on their address-labels, monthly remittances on subscription account are about, if not entirely, as prompt and liberal as formerly under the notice plan.

In conclusion, I want to say that, after two years' strict adherence to the innovation, I deem it the only safe and sane system for the subscription department of a newspaper business. Where an adequate price is put upon the product, it makes the subscription department of a newspaper a paying department. It makes the settling of current bills easier, because it means a steady income of cash, not periodical nor spasmodical, as under the old plan, but constant and regular.

But it is a matter of importance that, while the maintaining of a healthy circulation for a good newspaper is not more difficult under the pay-in-advance-stop-at-time-of-expiration system, still it is somewhat of an uphill undertaking where competing newspapers work under the old never-stop-pay-when-you-please plan (as they all do in my own field) and to increase a circulation under such a state of affairs requires constant attention to business, including ceaseless personal solicitation.

* * *

Kiron, Iowa, June 11, 1913.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: I have just read your fine boost in the current issue of the National Printer-Journalist, and I desire to express to you my sincere appreciation of the splendid boost you have given and the suggestions made.

For your personal edification, in case it should be of any interest to you to follow up publications to note what they are doing to progress, I send you the last few issues, taking a couple from the files so as to give you an idea of how this shows up flat.

The last thing I did after changing from print to book paper was to buy the best news ink at an advance of three cents a pound, and it has pleased me a dollar's worth a minute.

I certainly have them going here and wherever the paper is read, judging from what I am being told and the letters being shown me.

A few weeks ago I made a three-day trip with a farmer and a silo manufacturer and spread on that in two issues.

Please note the road grading contest and result of it. I attended personally.

Also note the road articles and rule suggestions. I personally went to the county seat to argue our case.

Likewise note the death of C. E. Engberg and funeral follow-up, which partially meets your objection along that line, but I appreciate suggestions, because I aim to make this the star publication in a town of this size and welcome any ideas that will improve on my obsolete knowledge.

I sometimes skimp a headline because the type is short, but aim as a rule to make them symmetrical.

Having too much to do makes one careless, though.

You will notice that I have reduced the first page advertisements to two and a line across, which does not mar the page as much as I thought it would. The advertiser demanded such a line and I could not bring myself to put it on the editorial page, and the other two were at the time carrying two quarters the length of the page, so there was no other page to put it on. I am limiting the first page advertisements to what you see now.

When I get my family here in the near future I shall make a feature of limericks and nonsense to the extent of half a column a week, as my wife and daughter can do it to perfection, and add some home features like new recipes and fancy work dope.

The subscription list is averaging a gain of ten a month without solicitation.

Again thanking you for your kinds words, I am,

Sincerely yours,
DAVID PHILLIPS.

These later copies of this wide-awake little sheet from Kiron show that Editor Phillips' wit, enthusiasm, hustle and great capacity for work have not diminished perceptibly since I looked at the paper first and wrote about it in last June's National Printer-Journalist, but, if anything, it has increased a shade. The News is sparkling in its every column with bright, enticing, irresistible paragraphs on news subjects, on current topics, on pure nonsense. And the advertising patronage is liberal, showing that the improvements that have been inaugurated are steps in the right direction and are being appreciated by the local patrons. The displayed ads, like Poe's persistent raven, "still are sitting" on the front page, and the little witty squibs at either side of the heading are still borderless, but the heads are better, I believe, and the print and typography are much improved, the better grade of ink and stock telling as no cheaper materials can. Some folks even in the same calling sometimes wonder what a live editor is — what it is that distinguishes a really live newspaper from one who is in a rut — and by taking note of the work of this David Phillips (not David Graham Phillips, but one almost as clever with a pen) as hinted at in his letter quoted above, they may have all their questioning satisfied. Here is a truly live editor. His work does not consist alone in the performance of the routine work of the print-shop, it does not consist alone in writing copy, gleaning news, setting type, cussing a gasoline engine, or running off a printed job — but it means making news, taking an interest in one's town — in one's field, if you please — taking an interest in the welfare of the folks who dwell in that town and field, and personally boosting their interests whenever the opportunity offers. Such a man will seldom have the least difficulty in finding stuff with which to fill his chases, and, while, if not blessed with a superabundance of diplomacy, he may make a lot of enemies, he will make friends, too, who will stand by him through thick and thin.

* * *

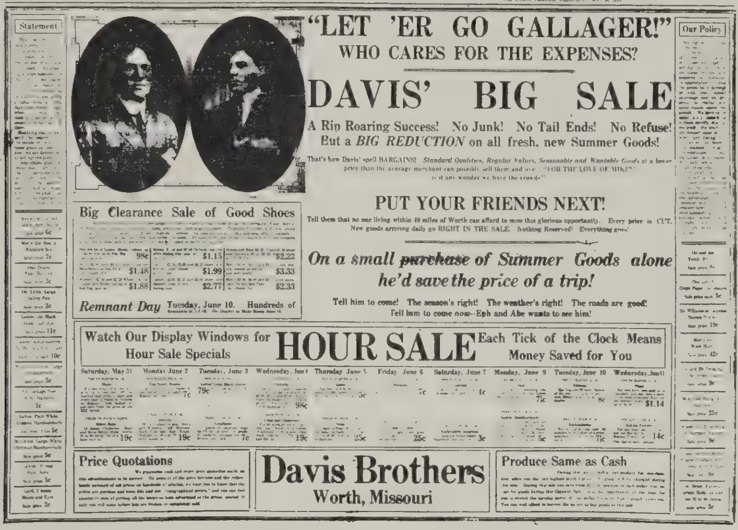
Worth, Mo., June 7, 1913.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: Under separate cover I am mailing you copy of The Worth Tribune for May 28, in which there is from one man a four-page ad that I desire to have criticised, and as to what kind of equipment a paper must have — extra good or what — in a town of less than 200, as is this one, to put up this ad and the others in this issue, between Monday morning to Wednesday evening. And please "tear it out" in criticising.

Sincerely yours,
D. C. SIMONS.

The foregoing letter is from the same man and the same newspaper of which I was moved to write favorably in last month's installment of this department. Half of the wonderful four-page advertisement is exhibited herewith as No. 1, and shows how well the mechanical work was done. The other half of the big ad was set in the shape of two separate page-ads, and besides these the Tribune of this week carried still another full-page ad and a number of smaller ones which in ordinary country print-shops would be considered good sized ads. The pages of the Worth Tribune nicely demonstrate the importance and advantage of a liberal equipment of a single type family, and in other respects, too, this is really a wonderful newspaper specimen. To imagine such a live, large, prosperous, progressive, newsy paper emanating from a little country hamlet of but 200 souls, seems almost improbable; yet here is the paper and the editor's testimony to substantiate the old claim that "truth is stranger than fiction." There's a reason, of course, why Worth, a town of only 200 people, should enjoy the distinction of possessing a newspaper live enough, large enough (six-column quarto regularly), prosperous, progressive and newsy enough to do credit to a town of 2,000 population. And just what that reason really is is of sufficient importance and interest to provoke inquiry. In the first place the newspaper man himself must be alive and up-to-date, else there could be no live, up-to-date newspaper; and the newspaper man's fellow townsmen must be alive and up-to-date, too — alive to the advantages of having a good newspaper in their town and up-to-date in the matter of publicity — else even though the newpaper man's ability were ever so great, there could hardly be the fine publication coming from a little town as this one of D. C. Simons's as coming from Worth, Mo. Now, by saying that the Tribune is a remarkable newspaper, I do not mean to intimate that it is perfect. A thing is often praiseworthy that is yet far from the point of perfection. The Tribune is all that I have implied above, has an excellent news service, is good in typography, etc., but there is often an evidence of too much work for the force to creditably handle. For instance, in this copy with the huge ad, there are bad blunders in the headlines, numerous typographical errors, and other evidences that the paper went to press under rushing circumstances, in which proofs were slighted, a condition often unavoidable in small offices, but nevertheless deplorable. And just before closing with this review, there is one other feature in this big advertisement (Exhibit 1) to which I particularly wish to call the reader's attention, and that is the advertisers' strict guarantee of all the price quotations in their ad. "We want you to know," say these advertisers, "that these prices are genuine . . . and not 'typographical errors.'" In such an ad, containing such a guarantee, the proofreader ought to feel double responsibility.


Statement

Our Policy

"LET 'ER GO GALLAGER!"
WHO CARES FOR THE EXPENSES?

DAVIS' BIG SALE

A Rip Roaring Success! No Junk! No Tail Ends! No Refuse!
But a *BIG REDUCTION* on all fresh, new Summer Goods!

PUT YOUR FRIENDS NEXT!

Tell them that no one living within 40 miles of Worth can afford to miss this glorious opportunity. Every price is CUT. New goods arriving daily go RIGHT IN THE SALE. Nothing Reserved! Everything goes!

Big Clearance Sale of Good Shoes

Remnant Day Tuesday, June 10. Hundreds of

On a small purchase of Summer Goods alone he'd save the price of a trip!

Tell him to come! The season's right! The weather's right! The roads are good!
Tell him to come now--Eph and Abe wants to see him!

Watch Our Display Windows for Hour Sale Specials

HOUR SALE

Each Tick of the Clock Means Money Saved for You

Saturday, May 31 | Monday June 2 | Tuesday, June 3 | Wednesday, June 4 | Thursday June 5 | Friday June 6 | Saturday, June 7 | Monday, June 9 | Tuesday, June 10 | Wednesday, June 11

Price Quotations

Davis Brothers
Worth, Missouri

Produce Same as Cash

No. 1

✣ ✣ ✣

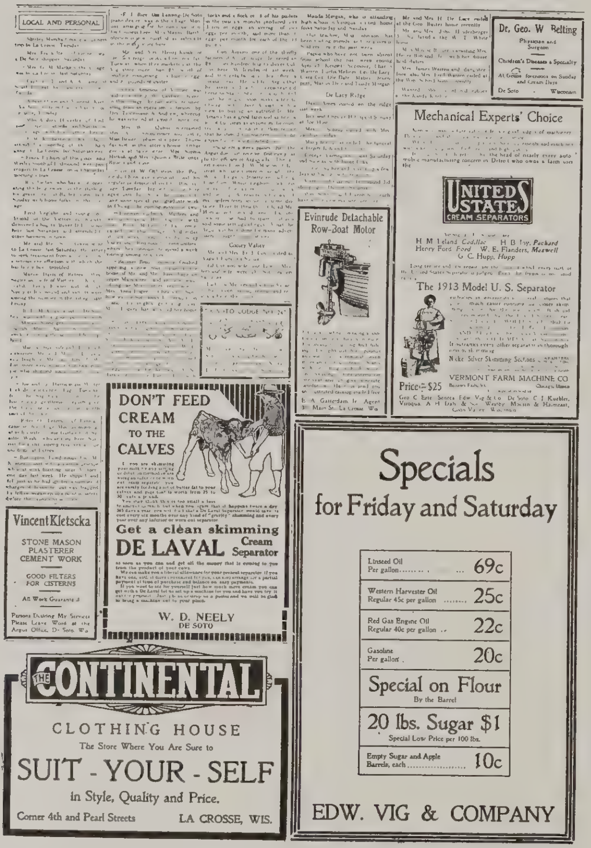
Eagle River, Wis., July 26, 1913.

O. Byron Copper, De Soto, Wis.

Dear Sir: I am mailing you a copy of this week's Review that I would be glad to have you give a written criticism on. I am not able enough in the printing art, that I would relish having my mistakes publicly commented on. If you will kindly give me a few pointers, will appreciate it.

Yours truly,
VERNE RICHARDS.

The Eagle River, Wis., Review is published by Charles Richards & Son, my correspondent, whose name is recorded above, evidently being the junior member of the firm. Brother Richards may feel at first as though my thus making public his personal letter to me, and likewise this public comment that is to follow, is a gross abuse of his confidence; but upon second thought I trust he will appreciate my position in the matter. I am employed and paid by the publishers of the National Printer-Journalist to write this department each month, as a matter of extending such advice and assistance to fellow members of the calling as my humble abilities may permit, but I have not the time, even if I had the inclination and were paid for it, to offer such advice and assistance through personal correspondence. Some day I hope to be able to establish such a correspondence bureau of help to printers, but until that time, if I am of any benefit to my fraters in newspaper-making, it must be confined to the opportunity afforded through these columns of this excellent trade journal. I wish to assure my correspondent, too, ere I begin with the review of his specimen, that it is never my aim in my work here to ridicule a contributor solely for the sake of displaying imagined wit, in other words, I never desire to make my paragraphs in these columns funny at the expense of those who patronize this department, hence no one need hesitate to contribute specimens for review under the fear of being made idle fun of. It should be borne in mind that it is not alone the work of the novice in this intricate vocation of newspaper-making that is full of faulty defects, but that the work of many of those who consider themselves master printers is often quite as faulty. With this understanding, I think it entirely safe to proceed: Brother Richards' sheet is a six-column quarto, the front and back pages being the only two that are produced in the home office. Under this limit of space, it would be unfair to censure the ads on the first page, perhaps, although I observe that the advertising patronage of the Review is not so great but that all displayed spaces could be nicely and easily arranged exclusively on the back page. This would leave the front page to be made up exclusively of pure reading matter, in which case a higher degree of perfection could readily be attained. The news-service offered by this sheet is creditable, as is also all editorial work, and while the ad compositor has some conception of the art, he will find great improvement growing out of a careful and studious scrutiny of the trades journals and all specimens of high grade printing, such as that being constantly sent out by the great type manufactories. One peculiar error in evidence in this specimen is the placing of a fancy brass news dash before each article, even though such article may be at top of column. Brass dashes should be placed only at the ends of articles, rather than at the beginning, which is the rule in composition; but in making up, the only office of the dash is to separate one article from another following in the same column. Where a story ends with the end of a column, no dash is required, nor is one required at the top of a



LOCAL AND PERSONAL

De Lacy Ridge

Coney Valley

Dr. Geo. W. Belting
Physician and Surgeon
Children's Diseases a Specialty
At Genoa forenoons on Sunday and Cream Days
De Soto - Wisconsin

Mechanical Experts' Choice

UNITED STATES CREAM SEPARATORS

H. M. Leland, Cadillac; H. B. Joy, Packard; Henry Ford, Ford; W. E. Flanders, Maxwell; G. C. Hupp, Hupp

The 1913 Model U. S. Separator

Price—$25

VERMONT FARM MACHINE CO

Evinrude Detachable Row-Boat Motor

E. A. Gatterdam, Jr., Agent
3 Main St., La Crosse, Wis

DON'T FEED CREAM TO THE CALVES

Get a clean skimming DE LAVAL Cream Separator

W. D. NEELY
DE SOTO

Vincent Kletscka
STONE MASON
PLASTERER
CEMENT WORK
GOOD FILTERS FOR CISTERNS
All Work Guaranteed
Persons Desiring My Services Please Leave Word at the Argus Office, De Soto, Wis.

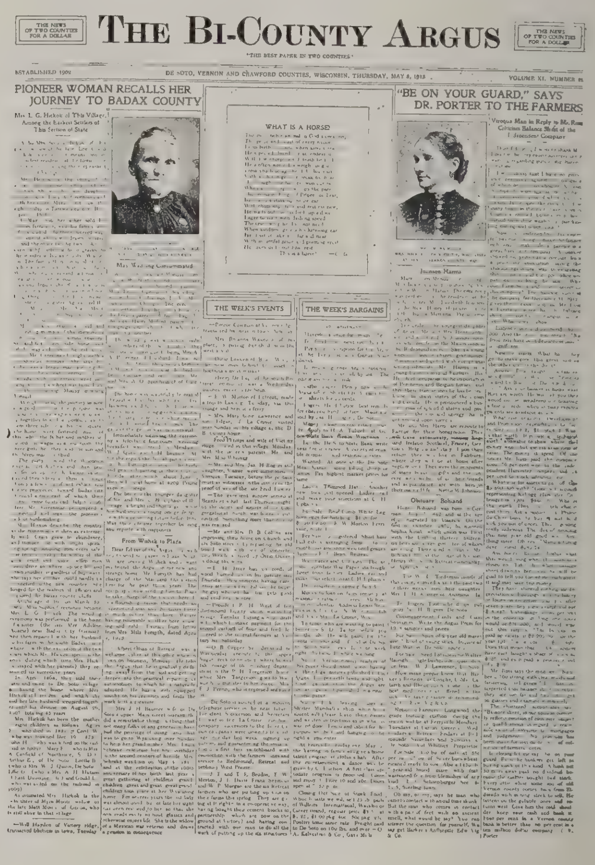
THE CONTINENTAL
CLOTHING HOUSE
The Store Where You Are Sure to
SUIT - YOUR - SELF
in Style, Quality and Price.
Corner 4th and Pearl Streets LA CROSSE, WIS.

Specials
for Friday and Saturday

Linseed Oil Per gallon	69c
Western Harvester Oil Regular 45c per gallon	25c
Red Gas Engine Oil Regular 40c per gallon	22c
Gasoline Per gallon	20c
Special on Flour By the Barrel	
20 lbs. Sugar $1 Special Low Price per 100 lbs.	
Empty Sugar and Apple Barrels, each	10c

EDW. VIG & COMPANY

No. 2



THE NEWS OF TWO COUNTIES FOR A DOLLAR

THE BI-COUNTY ARGUS

"THE BEST PAPER IN TWO COUNTIES"

ESTABLISHED 1902 — DE SOTO, VERNON AND CRAWFORD COUNTIES, WISCONSIN, THURSDAY, MAY 8, 1913 — VOLUME XI, NUMBER

PIONEER WOMAN RECALLS HER JOURNEY TO BADAX COUNTY

Mrs. L. G. Hickok of This Village, Among the Earliest Settlers of This Section of State

WHAT IS A HORSE?

"BE ON YOUR GUARD," SAYS DR. PORTER TO THE FARMERS

Viroqua Man in Reply to Mr. Ross Criticises Balance Sheet of the Independent Company

THE WEEK'S EVENTS

THE WEEK'S BARGAINS

No. 3

column where a new story begins. In making up a newspaper page it is well to arrange all ads to the right-hand side, and I favor and recommend the style followed generally by the great newspapers of this country, which consists simply of placing the largest ad on the page in the lower right-hand corner, and building up above and at the side of this with the other ads, arranged in accordance to size, with the smaller ads on top, as illustrated perfectly in the page of my own paper shown herewith as Exhibit 2. How the first page of the Review might be made more attractive by clearing it of all displayed ads is illustrated by the reproduction of a front page of my own paper in Exhibit No. 3.

✢ ✢ ✢

A critic, especially one who has long been retained in the work, as, for instance, myself for eleven long years on this journal, is in danger of becoming imbued with the idea that he is IT, in caps. I have always fought against such a self-exalting opinion, and have had to administer many a course of the proper mental suggestions to keep my conceit subdued. A critic is very apt to forget that his own work is often open to criticism; but one who desires to improve will find improvement slow indeed unless attended by ceaseless personal inspection of whatever the product may be. But the principal point which I wish to bring out is that a critic's work is inevitably criticised by the very folks whose work he is elected to criticise. And in the following esteemed letter from a well-known contributor to this department, may be seen a criticism so kindly and honest that it moves me to the deepest appreciation, because to be "fair, helpful and encouraging to printers" who communicate with me has even been my only aim.

Covington, Tenn., June 30, 1913.

Mr. O. Byron Copper, De Soto, Wis.

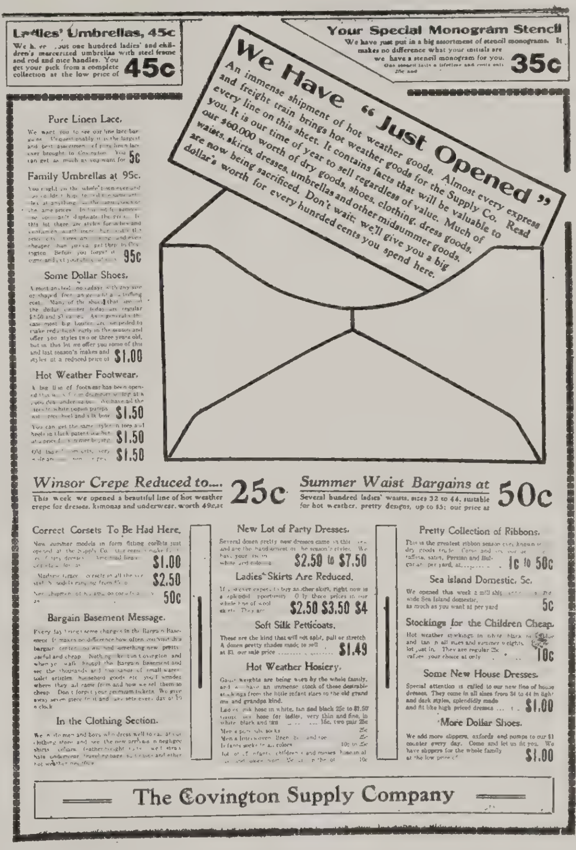
Dear Sir: In a separate wrapper I send you a copy of the Covington Leader, with a recent ad-creation of mine. It has been some time since I have sent in anything for your department — in fact, had received such favorable criticisms at your hands in the National Printer-Journalist some time back that I had almost allowed myself to become contented, but somehow it struck me that you might "take a shot" at this "stunt"; and knowing that your criticisms are always fair, helpful and encourage the printer in his work, I send it, even if you see fit to "hand me a lemon." One thing that makes the criticisms in the National Printer-Journalist interesting is that they are always lengthy enough to point out the defects and explain how the composition of type work can be improved, and these are the things the printer wants to know.

With best regards, I am,

Yours truly,
TOM McGREGOR.

✢ ✢ ✢

To continue with the thought introduced during the introduction of the above letter, it must be remembered that, while the common use and understanding of the word implies that criticism of a thing means to examine with a view to judge with respect to faults, only, the true sense of the term, and the true duty of the critic, is to notice beauties as well as blemishes. As a rule in this true sense only has it been possible, or proper, for me to have said that I have criticised the work of Tom McGregor. For in Tom McGregor's work there is always more of beauty than of blemish to see. Or, possibly I should have said, to be more correct, that there is always more of the wonderful, the unusual and extraordinary in Tom McGregor's advertisement composition than any other quality. Now, the average employer has a tendency to fear this sort of composition, because it savors of much consumption of time, as a general thing; but this is true only because the average compositor fails to think accurately enough before he acts. The average printer, knowing the fearfulness with which his employer views his conduct while on duty, lest some of that very valuable stuff called time be wasted (or "killed," is the more modern appellation), at once not only assumes the appearance of getting busy, throwing up the type, regardless of, or at best only vaguely conscious of, what the result is going to be. Naturally many mistakes grow out of such by-guess-and-by-rush methods, and the whole job has frequently to be done over because of some consequent miscalculation, or lack of calculation. The result is a greater consumption — a greater waste — of valuable time, than if the compositor had coolly studied his copy and layout before he



Ladies' Umbrellas, 45c

We have about one hundred ladies' and children's mercerized umbrellas with steel frame and rod and nice handles. You get your pick from a complete collection at the low price of **45c**

Your Special Monogram Stencil

We have just put in a big assortment of stencil monograms. It makes no difference what your initials are we have a stencil monogram for you. **35c**

We Have "Just Opened"

An immense shipment of hot weather goods. Almost every express and freight train brings hot weather goods for the Supply Co. Read every line on this sheet. It contains facts that will be valuable to you. It is our time of year to sell regardless of value. Much of our $60,000 worth of dry goods, shoes, clothing, dress goods, waists, skirts, dresses, umbrellas and other midsummer goods, are now being sacrificed. Don't wait; we'll give you a big dollar's worth for every hundred cents you spend here.

Pure Linen Lace.

We want you to see our line lace bargains. Unquestionably it is the largest and best assortment of pure linen lace ever brought to Covington. You can get as much as you want for **5c**

Family Umbrellas at 95c.

95c

Some Dollar Shoes.

$1.00

Hot Weather Footwear.

$1.50

$1.50

$1.50

Winsor Crepe Reduced to.... **25c**

This week we opened a beautiful line of hot weather crepe for dresses, kimonas and underwear, worth 49c, at

Summer Waist Bargains at **50c**

Several hundred ladies' waists, sizes 32 to 44, suitable for hot weather, pretty designs, up to $5; our price at

Correct Corsets To Be Had Here.

$1.00

$2.50

50c

Bargain Basement Message.

In the Clothing Section.

New Lot of Party Dresses.

$2.50 to $7.50

Ladies' Skirts Are Reduced.

$2.50 $3.50 $4

Soft Silk Petticoats.

These are the kind that will not split, pull or stretch. A dozen pretty shades made to sell at $3, our sale price **$1.49**

Hot Weather Hosiery.

Pretty Collection of Ribbons.

1c to 50c

Sea Island Domestic, 5c.

5c

Stockings for the Children Cheap.

10c

Some New House Dresses.

Special attention is called to our new line of house dresses. They come in all sizes from 34 to 44 in light and dark styles, splendidly made and fit like high priced dresses ... **$1.00**

More Dollar Shoes.

We add more slippers, oxfords and pumps to our $1 counter every day. Come and let us fit you. We have slippers for the whole family at the low price of **$1.00**

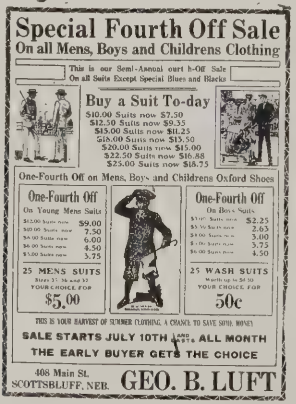
The Covington Supply Company

No. 4

touched a type. I'll wager that Tom McGregor, of Covington, Tenn., is a rapid compositor, and I'll wager, too, that he never has such extraordinary advertisement conceptions as this one represented in Exhibit No. 4, as a sudden inspiration while madly assembling the various integral parts; but, on the contrary, I dare say, like a good architect, he has his structure carefully planned out ere he makes a move toward its construction. Thus the result of his labor is extraordinary without necessarily being extravagant, and the great value of this quality in an ad is that it will attract attention more readily than ads of an ordinary or common design. Notwithstanding the objections of authorities on advertising, as for instance Edward T. Page of the Page-Davis school, and others, who strongly disapprove of much heavy rule work in newspaper advertisements, I pronounce this specimen of Brother McGregor's as an excellent example of publicity literature — excellent, too, it must be understood, more in point of its typography than in point of its wording, for it is only with respect to the former quality that I have given it close inspection. Here is an ad so striking in its design that there can be no doubt as to its chances of being seen and read, and that surely is one of the first essentials in any advertisement, for of what value is an ad if people do not read it?

* * *

"Just to keep in touch with you," says Brother A. B. Wood of the Gering Courier, Gering, Neb., by way of explaining the receipt by me of a copy of the Courier and also a copy of the brother's "latest venture," as he terms the Scottsbluff Star-Herald, a fine, prosperous paper which he recently acquired control of. The Courier is apparently just as fine as ever, well edited, well patronized and well treated in the mechanical departments, as the accompanying reproduction of a half-page ad will demonstrate. This ad is creditably done, and its most striking feature is that it was run in a half-page space crosswise of the page. The new acquisition, The Star-Herald, is a mighty thrifty looking proposition, this copy consisting of ten home-printed pages, several of which were entirely given over to advertisers' use. The front page of this publication is made up pretty creditably, the workman having appreciated good balance of head-masses and cleanness of display. One bad feature, however, which can be remedied in a jiffy, is the fact that the title-line has slipped to one side of the page, making it appear as if all the quads were on the other side. H. J. Wisner is the managing editor of this progressive sheet, and he is evidently no less a wit than Mr. Wood himself, whose clever paragraphing has



Special Fourth Off Sale
On all Mens, Boys and Childrens Clothing

This is our Semi-Annual ourt h-Off Sale
On all Suits Except Special Blues and Blacks

Buy a Suit To-day
$10.00 Suits now $7.50
$12.50 Suits now $9.35
$15.00 Suits now $11.25
$18.00 Suits now $13.50
$20.00 Suits now $15.00
$22.50 Suits now $16.88
$25.00 Suits now $18.75

One-Fourth Off on Mens, Boys and Childrens Oxford Shoes

One-Fourth Off
On Young Mens Suits

$12.00 Suits now	$9.00
$10.00 Suits now	7.50
$8.00 Suits now	6.00
$6.00 Suits now	4.50
$5.00 Suits now	3.75

25 MENS SUITS
YOUR CHOICE FOR
$5.00

One-Fourth Off
On Boys Suits

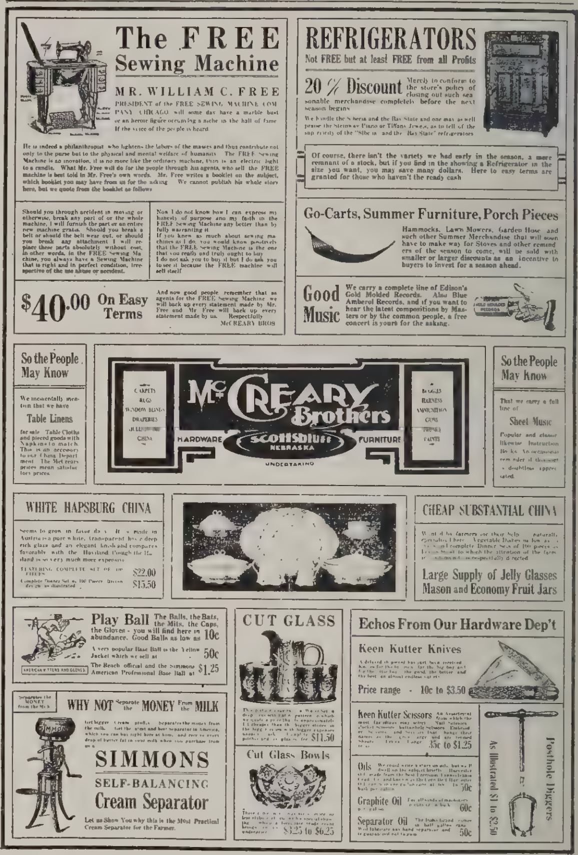
$3.00 Suits now	$2.25
$3.50 Suits now	2.63
$4.00 Suits now	3.00
$5.00 Suits now	3.75
$6.00 Suits now	4.50

25 WASH SUITS
Worth up to $1.50
YOUR CHOICE FOR
50c

THIS IS YOUR HARVEST OF SUMMER CLOTHING, A CHANCE TO SAVE SOME MONEY
SALE STARTS JULY 10TH AND LASTS ALL MONTH
THE EARLY BUYER GETS THE CHOICE

408 Main St.
SCOTTSBLUFF, NEB. **GEO. B. LUFT**

No. 5



The FREE Sewing Machine

MR. WILLIAM C. FREE

PRESIDENT of the FREE SEWING MACHINE COMPANY, CHICAGO, will some day have a marble bust or an heroic figure occupying a niche in the hall of fame if the voice of the people is heard.

He is indeed a philanthropist who lightens the labors of the masses and thus contribute not only to the purse but to the physical and mental welfare of humanity. The FREE Sewing Machine is an inovation, it is no more like the ordinary machine, than is an electric light to a candle. What Mr. Free will do for the people through his agents, who sell the FREE machine is best told in Mr. Free's own words. Mr. Free writes a booklet on the subject, which booklet you may have from us for the asking. We cannot publish his whole story here, but we quote from the booklet as follows

Should you through accident in moving or otherwise, break any part of or the whole machine, I will furnish the part or an entire new machine gratis. Should you break a belt or should the belt wear out, or should you break any attachment I will replace these parts absolutely without cost, in other words, in the FREE Sewing Machine, you always have a Sewing Machine that is right and in perfect condition, irrespective of the use abuse or accident.

Now I do not know how I can express my honesty of purpose and my faith in the FREE Sewing Machine any better than by fully warranting it.
If you knew as much about sewing machines as I do, you would know positively that the FREE Sewing Machine is the one that you really and truly ought to buy.
I do not ask you to buy it but I do ask you to see it because the FREE machine will sell itself

$40.00 On Easy Terms

And now good people, remember that as agents for the FREE Sewing Machine we will back up every statement made by Mr. Free and Mr. Free will back up every statement made by us. Respectfully
McCREARY BROS

REFRIGERATORS
Not FREE but at least FREE from all Profits

20 % Discount Merely to conform to the store's policy of closing out such seasonable merchandise completely before the next season begins

We handle the Siberia and the Bay State and one may as well praise the Steinway Piano or Tiffany Jewels, as to tell of the superiority of the "Siberia" and the "Bay State" refrigerators

Of course, there isn't the variety we had early in the season, a mere remnant of a stock, but if you find in the showing a Refrigerator in the size you want, you may save many dollars. Here to easy terms are granted for those who haven't the ready cash

Go-Carts, Summer Furniture, Porch Pieces

Hammocks, Lawn Mowers, Garden Hose and such other Summer Merchandise that will soon have to make way for Stoves and other reminders of the season to come, will be sold with smaller or larger discounts as an incentive to buyers to invest for a season ahead.

Good Music We carry a complete line of Edison's Gold Molded Records. Also Blue Amberol Records, and if you want to hear the latest compositions by Masters or by the common people, a free concert is yours for the asking.

So the People May Know

We incidentally mention that we have

Table Linens

for sale. Table Cloths and pieced goods with Napkins to match. This is an accessory to our China Department. The McCreary prices mean satisfactory prices.

McCREARY Brothers
SCOTTSBLUFF NEBRASKA
HARDWARE FURNITURE UNDERTAKING
CARPETS RUGS WINDOW BLINDS DRAPERIES QUEENSWARE CHINA
BUGGIES HARNESS AMMUNITION GUNS TRUNKS PAINTS

So the People May Know

That we carry a full line of

Sheet Music

Popular and classic likewise Instruction Books. An occasional reminder of this sort is doubtless appreciated.

WHITE HAPSBURG CHINA

Seems to grow in favor day by day. It is made in Austria is a pure white, transparent body, deep rich glaze and an elegant finish and compares favorably with the Haviland, though the Haviland is so very much more expensive.

FEATURING COMPLETE SET OF 100 PIECES $22.00
Complete Dinner Set of 100 Pieces, Decorated design as illustrated $15.50

CHEAP SUBSTANTIAL CHINA

Large Supply of Jelly Glasses Mason and Economy Fruit Jars

Play Ball The Balls, the Bats, the Mits, the Caps, the Gloves - you will find here in abundance. Good Balls as low as 10c

A very popular Base Ball is the Yellow Jacket which we sell at 50c

The Reach official and the Simmons American Professional Base Ball at $1.25

CUT GLASS

$11.50

Cut Glass Bowls

$3.25 to $6.25

Echos From Our Hardware Dep't

Keen Kutter Knives

Price range - 10c to $3.50

Keen Kutter Scissors

35c to $1.25

Oils 50c

Graphite Oil 60c

Separator Oil 50c

Posthole Diggers
As Illustrated $1 to $2.50

Separates the MONEY from the Milk

WHY NOT Separate the MONEY From the MILK

Get bigger Cream profits — separate the money from the milk. Get the latest and best separator in America, which you can buy right here at home, and secure every drop of butter fat in your milk when you purchase from us a

SIMMONS SELF-BALANCING Cream Separator

Let us Show You why this is the Most Practical Cream Separator for the Farmer.

No. 6

PAINT BELOW COST

As announced last week we are selling out our entire paint stock below cost. Stop and consider the fact that you can buy paint now cheaper than you ever bought it before.

This is the Kind of Paint
We are Offering at Such a Reduction in Price

Visit..... Our Fountain

Where only the Pure Flavors and the best grade of Ice Cream is served.

Let us deliver your Ice Cream for dinners, parties or socials, and be sure to receive prompt and courteous treatment.

Prescriptions a specialty

Monarch Paint
100 % Pure

PURE WHITE LEAD
PURE LINSEED OIL
PURE ZINC AND COLOR

We Have A Small Stock of new Wall Paper

Left that can be bought at very reasonable prices. We are going to clean out our entire stock so that we can put in a new fresh line of paper for next springs trade.

PHONE YOUR ORDERS 281

Scottsbluff Drug Company
SCOTTSBLUFF. 313 MAIN STREET NEBRASKA

No. 7

BEATS ANY SAVINGS BANK INVESTMENT

L O T S

In the First Factory Addition

$5.00 Down
$5.00 PER MONTH

Without Interest

10 PER CENT Discount on all Advanced Payments

SCOTTSBLUFF IS GROWING
OWN YOUR OWN HOME

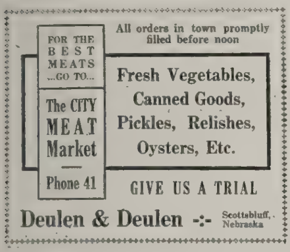
OWEN A. FRANK
With F. A. WRIGHT Phone 76

No. 8

been fully lauded before in these criticisms of mine. Brother Wisner heads his editorial squibs as "Job Lots," and just to show you fellows what clever stuff they are made of, I will quote a sample or two, as follows:

> "We wouldn't mention any names — but Tom Bucy sure has some hat."
>
> "If the fellow over at Gering, who recently addressed a letter to us as 'Rev. H. J. Wisner,' was having a little fun at our expense, why, he had it all right."

Besides its liberal number of linotyped columns of first rate reading matter, its able editing, its creditable print, etc., the Scottsbluff Star-Herald is remarkable for its high grade typography, as in evidence in its displayed advertisements, a full page specimen of which is presented herewith as Exhibit No. 6. And that there are other pretty ads in this sheet I prove by showing a few more, clipped almost at random, Exhibits 7, 8, 9 and 10.



FOR THE BEST MEATS ...GO TO...

The CITY MEAT Market

Phone 41

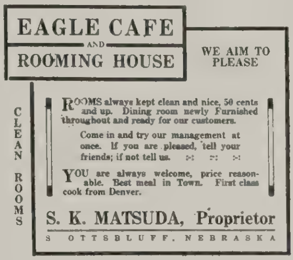
All orders in town promptly filled before noon

Fresh Vegetables, Canned Goods, Pickles, Relishes, Oysters, Etc.

GIVE US A TRIAL

Deulen & Deulen -:- Scottsbluff, Nebraska

No. 9



EAGLE CAFE AND ROOMING HOUSE

WE AIM TO PLEASE

CLEAN ROOMS

ROOMS always kept clean and nice, 50 cents and up. Dining room newly Furnished throughout and ready for our customers.

Come in and try our management at once. If you are pleased, tell your friends; if not tell us.

YOU are always welcome, price reasonable. Best meal in Town. First class cook from Denver.

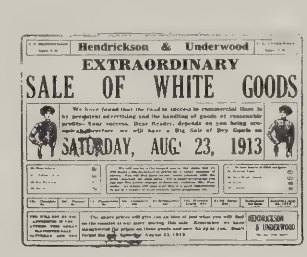
S. K. MATSUDA, Proprietor

SCOTTSBLUFF, NEBRASKA

No. 10

✣ ✣ ✣

R. D. Rogers, foreman of the Egan Express, Egan, S. D., favors me with a copy of what, in the main, is a very creditable advertisement for one of his local firms, namely, Messrs. Hendrickson & Underwood, on which he invites criticism. This specimen is shown as Exhibit No. 11. As intimated, in the main, this is a very pleasing example. Its chief merits are its strength of display, neat layout, excellent type faces and border and tasty treatment of details. With a few deft touches here and there, to my notion, this ad could have been made practically faultless: To begin with, the matter in the first panel at the top is wrongly spaced. The two couplets within the boxes at either end of this panel ought to have occupied a more central position within the box, with less than half as much space between the two lines. And the main signature line ought to have had a trifle more space above it. The next glaring error is in the extremely wide spacing between words in the main display line, "Sale of White Goods." There are two ways of overcoming such a defect: First, by letter-spacing, which, despite the undesirability of such treatment of a condensed face, would look much more pleasing than does such extremely wide spacing between words. Or, a word might have been thought of with which to fill the line and thus avoid letter-spacing. In large cities the ad-writers spend much time making their display lines fit the measure, and, if in the smaller places the authors of the ads refuse to do as much, then it is usually up to the compositor to make the lines fit. The same criticism will apply to the date line, which, however, is not so bad in respect to over-spacing as the first line mentioned. I wish to call attention, nevertheless, to the fact that it was not necessary to the beauty of effect to make this date line fill the measure. A shorter line centered here would have given quite as pleasing a result, although, of course, it was not wrong to make it a full line, which could have been accomplished with more pleasing results, however, by inserting from two- to four-point spaces between each letter. Next, considering the matter comprising the price lists in the two outer of the three panels below the date line, here, also, it would have been wise to have added enough matter to each item to make two lines of it, as for instance, "at this special white goods sale," or something like that. Still, I do not mean to imply that these panels had to be filled up; on the contrary, a panel is often far more effective, if lined on the interior with a wide margin of white space, the type matter occupying only a small portion in the center; and in fact, in an ad of mine, I would prefer the panels fixed that way, wherever practicable to do so. Mr. Rogers' rule work is neatly done and the excellent print on this advertisement adds materially to its beauty.



Hendrickson & Underwood

EXTRAORDINARY

SALE OF WHITE GOODS

We have found that the road to success in commercial lines is by persistent advertising and the handling of goods at reasonable profits— Your success, Dear Reader, depends on you being economical, therefore we will have a Big Sale of Dry Goods on

SATURDAY, AUG. 23, 1913

HENDRICKSON & UNDERWOOD

No. 11

✣ ✣ ✣

Garland, Texas, August 28, 1913.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: I'm enclosing you, under separate cover, copy of our annual "Trade Soliciting" paper — otherwise our regular edition containing the fall invitation of our merchants.

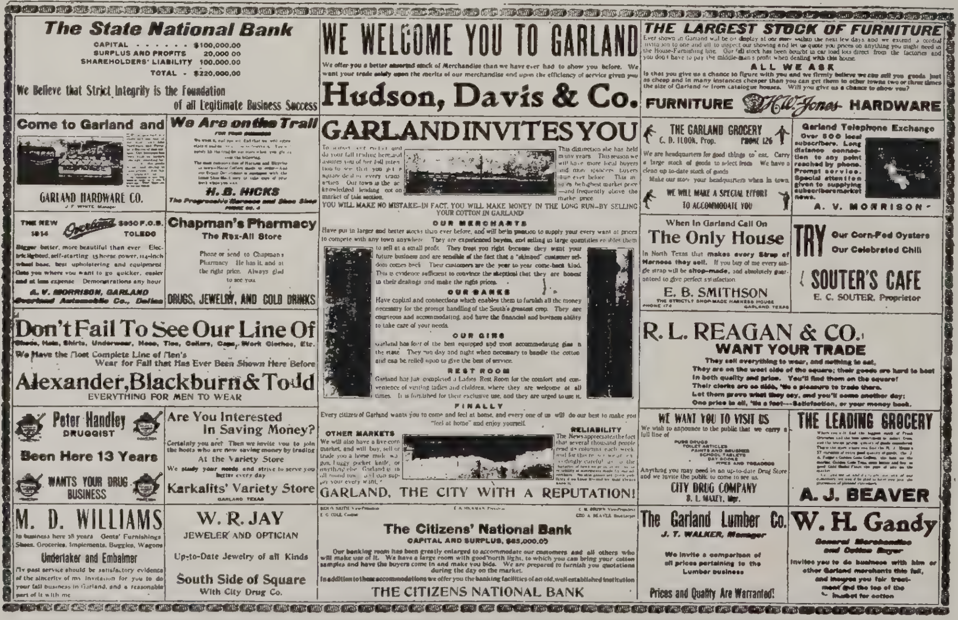
This ad was laid out, copy solicited, set, and put on the press by one man in exactly fifteen hours. For rush work I think it not badly balanced. The only local objection is the failure of about a dozen people to get in. They were too slow.

Any criticism you may give will be taken in good part.

Fraternally,
W. A. HOLFORD, Publisher.

Garland has a population of 1,000, sixteen miles from Dallas.

Brother Holford's paper, the Garland News, is one of these great, cumbersome eight-column quartos, that make a man's arms ache to examine — there's but one way to do it with ease and that's to wheel your chair to the center of the room, move all furniture back to the four walls, spread the News out upon the floor and from your chair gaze at it as best you can. If your eyes are a little bad, I would suggest a reading glass. And Brother Holford is one of these publishers who believes that folks won't read advertisements in a newspaper unless those ads are forced upon their attention by making each of them a veritable island within a sea of pure reading matter, and spreading them over the front page, and this method of makeup is always carried out so far as possible in the News. An effort is always made to have the ads strong and forceful in display and so placed about the page to balance up — happily this Texan editor has one good idea — "balance." An eight-column paper is ponderous enough, even if only a folio, but the News is regularly a quarto publication, and for this very commendable "Fall-Trade-Soliciting" number four extra pages were added to the regular edition. The big ad (a double-pager) to which I suppose Brother Holford meant to refer in the foregoing letter, is reproduced as Exhibit 12. It shows the bold, daring style of typography employed and represents an idea worth remembering by other publishers and trying out at such times as the scheme seems practicable. It proves that the newsmaker at Garland is alive, and more than that, that he is backed up by a live bunch of associate business men. Such a job of work as the setting of such an ad I would consider a good two days' work, so the man who set it can pat himself on the back as having done well. But it was a very sad mistake, that insertion of the lower half-tone upside down — I see the idea, of course, but consider it very poor.



The State National Bank

CAPITAL - - - - - - - $100,000.00
SURPLUS AND PROFITS 20,000 00
SHAREHOLDERS' LIABILITY 100.000.00
TOTAL - $220,000.00

We Believe that Strict Integrity is the Foundation of all Legitimate Business Success

WE WELCOME YOU TO GARLAND

We offer you a better assorted stock of Merchandise than we have ever had to show you before. We want your trade solely upon the merits of our merchandise and upon the efficiency of service given you

Hudson, Davis & Co.

THE LARGEST STOCK OF FURNITURE

Ever shown in Garland will be on display at our store within the next few days and we extend a cordial invitation to one and all to inspect our showing and let us quote you prices on anything you might need in the House-Furnishing line. Our fall stock has been bought in car load lots direct from the factories and you don't have to pay the middle-man's profit when dealing with this house.

ALL WE ASK

Is that you give us a chance to figure with you and we firmly believe we can sell you goods just as cheap and in many instances cheaper than you can get them in other towns two or three times the size of Garland or from catalogue houses. Will you give us a chance to show you?

FURNITURE H. W. Jones HARDWARE

Come to Garland and

GARLAND HARDWARE CO.
J. F. WHITE, Manager

We Are on the Trail

H. B. HICKS
The Progressive Harness and Shoe Shop

GARLAND INVITES YOU

To market your cotton and do your fall trading here and assures you of her full intention to see that you get a square deal in every transaction. Our town is the acknowledged leading cotton market of this section. This distinction she has held many years. This season we will have more local buyers and more spinners' buyers than ever before. This insures the highest market price — and frequently above the market price.

YOU WILL MAKE NO MISTAKE — IN FACT, YOU WILL MAKE MONEY IN THE LONG RUN — BY SELLING YOUR COTTON IN GARLAND!

OUR MERCHANTS

Have put in larger and better stocks than ever before, and will be in position to supply your every want at prices to compete with any town anywhere. They are experienced buyers, and selling in large quantities enables them to sell at a small profit. They treat you right because they want your future business and are sensible of the fact that a "skinned" customer seldom comes back. Their customers are the year-to-year come-back kind. This is evidence sufficient to convince the skeptical that they are honest in their dealings and make the right prices.

OUR BANKS

Have capital and connections which enables them to furnish all the money necessary for the prompt handling of the South's greatest crop. They are courteous and accommodating, and have the financial and business ability to take care of your needs.

OUR GINS

Garland has four of the best equipped and most accommodating gins in the state. They run day and night when necessary to handle the cotton and can be relied upon to give the best of service.

REST ROOM

Garland has just completed a Ladies' Rest Room for the comfort and convenience of visiting ladies and children, where they are welcome at all times. It is furnished for their exclusive use, and they are urged to use it.

FINALLY

Every citizen of Garland wants you to come and feel at home, and every one of us will do our best to make you "feel at home" and enjoy yourself.

OTHER MARKETS

We will also have a live corn market, and will buy, sell or trade you a horse, mule, wagon, buggy, pocket knife, or anything else. Garland is an all round town and can supply your every want.

RELIABILITY

The News appreciates the fact that several thousand people read its columns each week, and for this reason we are exceedingly careful as to the

GARLAND, THE CITY WITH A REPUTATION!

THE GARLAND GROCERY
C. D. HOOK, Prop. PHONE 126

We are headquarters for good things to eat. Carry a large stock of goods to select from. We have a clean up-to-date stock of goods.

Make our store your headquarters when in town.

WE WILL MAKE A SPECIAL EFFORT TO ACCOMMODATE YOU

Garland Telephone Exchange

Over 500 local subscribers. Long distance connection to any point reached by phone. Prompt service. Special attention given to supplying subscribers market news.

A. V. MORRISON

THE NEW 1914 Overland $950 F.O.B. TOLEDO

Bigger, better, more beautiful than ever. Electric lighted, self-starting, 35 horse power, 114-inch wheel base, best upholstering and equipment. Gets you where you want to go quicker, easier and at less expense. Demonstrations any hour.

A. V. MORRISON, GARLAND
Overland Automobile Co., Dallas

Chapman's Pharmacy
The Rex-All Store

Phone or send to Chapman's Pharmacy. He has it and at the right price. Always glad to see you.

DRUGS, JEWELRY, AND COLD DRINKS

When In Garland Call On
The Only House

In North Texas that makes every Strap of Harness they sell. If you buy of me every single strap will be shop-made, and absolutely guaranteed to give perfect satisfaction.

E. B. SMITHSON
THE STRICTLY SHOP-MADE HARNESS HOUSE
PHONE 174 GARLAND, TEXAS

TRY Our Corn-Fed Oysters
Our Celebrated Chili

SOUTER'S CAFE
E. C. SOUTER, Proprietor

Don't Fail To See Our Line Of

Shoes, Hats, Shirts, Underwear, Hose, Ties, Collars, Caps, Work Clothes, Etc.

We Have the Most Complete Line of Men's Wear for Fall that Has Ever Been Shown Here Before

Alexander, Blackburn & Todd
EVERYTHING FOR MEN TO WEAR

R. L. REAGAN & CO.
WANT YOUR TRADE

They sell everything to wear, and nothing to eat.
They are on the west side of the square; their goods are hard to beat
In both quality and price. You'll find them on the square!
Their clerks are so slick, 'tis a pleasure to trade there.
Let them prove what they say, and you'll come another day;
One price to all, 'tis a fact—Satisfaction, or your money back.

Peter Handley
DRUGGIST

Been Here 13 Years

WANTS YOUR DRUG BUSINESS

Are You Interested In Saving Money?

Certainly you are! Then we invite you to join the hosts who are now saving money by trading At the Variety Store

We study your needs and strive to serve you better every day

Karkalits' Variety Store
GARLAND, TEXAS

WE WANT YOU TO VISIT US

We wish to announce to the public that we carry a full line of

PURE DRUGS
TOILET ARTICLES
PAINTS AND BRUSHES
SCHOOL TABLETS
DAY BOOKS
PIPES AND TOBACCOS

Anything you may need in an up-to-date Drug Store and we invite the public to come to see us.

CITY DRUG COMPANY
B. L. MAXEY, Mgr.

THE LEADING GROCERY

A. J. BEAVER

M. D. WILLIAMS

In business here 28 years. Gents' Furnishings, Shoes, Groceries, Implements, Buggies, Wagons

Undertaker and Embalmer

My past service should be satisfactory evidence of the sincerity of my invitation for you to do your fall business in Garland, and a reasonable part of it with me.

W. R. JAY
JEWELER AND OPTICIAN

Up-to-Date Jewelry of all Kinds

South Side of Square
With City Drug Co.

The Citizens' National Bank
CAPITAL AND SURPLUS, $85,000.00

Our banking room has been greatly enlarged to accommodate our customers and all others who will make use of it. We have a large room with good north light, to which you can bring your cotton samples and have the buyers come in and make you bids. We are prepared to furnish you quotations during the day on the market.

In addition to these accommodations we offer you the banking facilities of an old, well-established institution

THE CITIZENS NATIONAL BANK

The Garland Lumber Co.
J. T. WALKER, Manager

We invite a comparison of all prices pertaining to the Lumber business

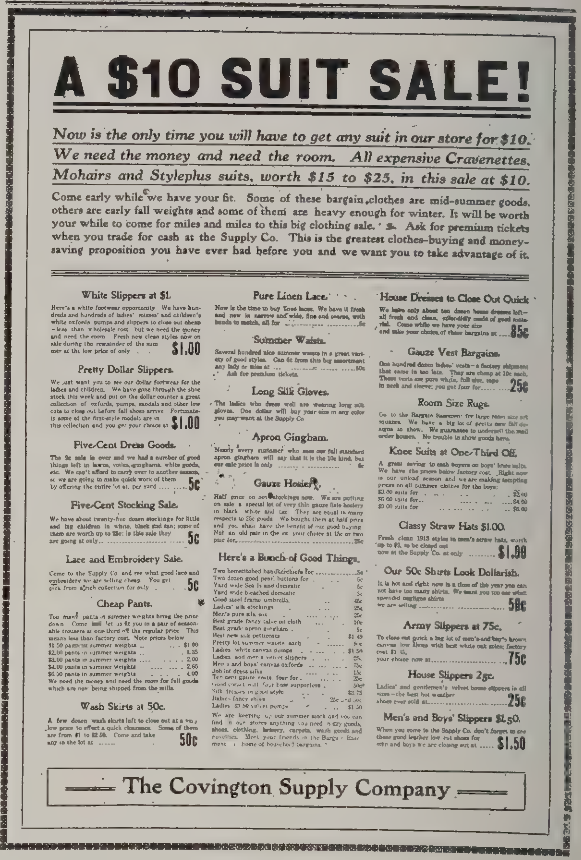
Prices and Quality Are Warranted!

W. H. Gandy

General Merchandise and Cotton Buyer

Invites you to do business with him or other Garland merchants this fall, and insures you fair treatment and the top of the market for cotton

No. 12



A $10 SUIT SALE!

Now is the only time you will have to get any suit in our store for $10. We need the money and need the room. All expensive Cravenettes, Mohairs and Styleplus suits, worth $15 to $25, in this sale at $10.

Come early while we have your fit. Some of these bargain clothes are mid-summer goods, others are early fall weights and some of them are heavy enough for winter. It will be worth your while to come for miles and miles to this big clothing sale. Ask for premium tickets when you trade for cash at the Supply Co. This is the greatest clothes-buying and money-saving proposition you have ever had before you and we want you to take advantage of it.

White Slippers at $1.

Here's a white footwear opportunity. We have hundreds and hundreds of ladies', misses' and children's white oxfords, pumps and slippers to close out cheap — less than wholesale cost, but we need the money and need the room. Fresh new clean styles now on sale during the remainder of the summer at the low price of only . . . $1.00

Pretty Dollar Slippers.

We just want you to see our dollar footwear for the ladies and children. We have gone through the shoe stock this week and put on the dollar counter a great collection of oxfords, pumps, sandals and other low cuts to close out before fall shoes arrive. Fortunately some of the first-style models are in this collection and you get your choice at $1.00

Five-Cent Dress Goods.

The 9c sale is over and we had a number of good things left in lawns, voiles, ginghams, white goods, etc. We can't afford to carry over to another season, so we are going to make quick work of them by offering the entire lot at, per yard 5c

Five-Cent Stocking Sale.

We have about twenty-five dozen stockings for little and big children in white, black and tan; some of them are worth up to 25c; in this sale they are going at only 5c

Lace and Embroidery Sale.

Come to the Supply Co. and see what good lace and embroidery we are selling cheap. You get pick from a rich collection for only . . . 5c

Cheap Pants.

Too many pants in summer weights bring the price down. Come and let us fit you in a pair of seasonable trousers at one-third off the regular price. This means less than factory cost. Note prices below

$1 50 pants in summer weights	$1 00
$2.00 pants in summer weights	1.35
$3.00 pants in summer weights	2.00
$4.00 pants in summer weights	2.65
$6.00 pants in summer weights	4.00

We need the money and need the room for fall goods which are now being shipped from the mills.

Wash Skirts at 50c.

A few dozen wash skirts left to close out at a very low price to effect a quick clearance. Some of them are from $1 to $2.50. Come and take any in the lot at 50c

Pure Linen Lace.

Now is the time to buy linen laces. We have it fresh and new in narrow and wide, fine and coarse, with bands to match, all for 5c

Summer Waists.

Several hundred nice summer waists in a great variety of good styles. Can fit from this big assortment any lady or miss at . . . . . . 50c. Ask for premium tickets.

Long Silk Gloves.

The ladies who dress well are wearing long silk gloves. One dollar will buy your size in any color you may want at the Supply Co.

Apron Gingham.

Nearly every customer who sees our full standard apron gingham will say that it is the 10c kind, but our sale price is only 6c

Gauze Hosiery.

Half price on new stockings now. We are putting on sale a special lot of very thin gauze lisle hosiery in black, white and tan. They are equal in many respects to 25c goods. We bought them at half price and you shall have the benefit of our good buying. Not an old pair in the lot; your choice at 15c or two pair for 25c

Here's a Bunch of Good Things.

Two hemstitched handkerchiefs for	5c
Two dozen good pearl buttons for	5c
Yard wide Sea Is and domestic	6c
Yard wide bleached domestic	5c
Good steel frame umbrella	48c
Ladies' silk stockings	25c
Men's pure silk sox	25c
Best grade fancy table oil cloth	10c
Best grade apron gingham	6c
Best new silk petticoats	$1 49
Pretty lot summer waists, each	50c
Ladies' white canvas pumps	$1 50
Ladies' and men's velvet slippers	25c
Men's and boys' canvas oxfords	75c
Job lot dress silks	15c
Ten cent gauze vests, four for	25c
Good corset with four hose supporters	50c
Silk dresses in good style	$3.75
Babies' fancy shoes	25c and 50c
Ladies' $3.50 velvet pumps	$1 50

We are keeping up our summer stock and you can find in our stores anything you need in dry goods, shoes, clothing, hosiery, carpets, wash goods and novelties. Meet your friends in the Bargain Basement — home of household bargains.

House Dresses to Close Out Quick

We have only about ten dozen house dresses left — all fresh and clean, splendidly made of good material. Come while we have your size and take your choice of these bargains at . . . 85c

Gauze Vest Bargains.

One hundred dozen ladies' vests — a factory shipment that came in too late. They are cheap at 10c each. These vests are pure white, full size, tape in neck and sleeve; you get four for 25c

Room Size Rugs.

Go to the Bargain Basement for large room size art squares. We have a big lot of pretty new fall designs to show. We guarantee to undersell the mail order houses. No trouble to show goods here.

Knee Suits at One-Third Off.

A great saving to cash buyers on boys' knee suits. We have the prices below factory cost. Right now is our unload season and we are making tempting prices on all summer clothes for the boys:

$3.00 suits for	$2.00
$6.00 suits for	$4.00
$9.00 suits for	$6.00

Classy Straw Hats $1.00.

Fresh clean 1913 styles in men's straw hats, worth up to $3, to be closed out now at the Supply Co. at only $1.00

Our 50c Shirts Look Dollarish.

It is hot and right now is a time of the year you can not have too many shirts. We want you to see what splendid negligee shirts we are selling 50c

Army Slippers at 75c.

To close out quick a big lot of men's and boy's brown canvas low shoes with best white oak soles; factory cost $1 15, your choice now at 75c

House Slippers 25c.

Ladies' and gentlemen's velvet house slippers in all sizes — the best hot weather shoes ever sold at 25c

Men's and Boys' Slippers $1.50.

When you come to the Supply Co. don't forget to see those good leather low cut shoes for men and boys we are closing out at $1.50

The Covington Supply Company

No. 13

By way of exemplifying the fact that Tom McGregor also sets some very clean, sane and simple ads for the Coving Supply Company, of Covington, Tenn., I am reproducing a full page specimen as Exhibit No. 13. There's probably a superfluous underscore or two in evidence, but otherwise this ad is all right.

EDITOR-PROMOTER OF CLEAN-UP, PAINT-UP CAMPAIGN

Editor Allen W .Clark, of the American Paint and Oil Dealer, St. Louis, has had a wonderful success in promoting "Clean-Up and Paint-Up" campaigns throughout the country. Many local publishers have had satisfactory financial returns as a result of following the plans outlined by Editor Clark.

In May, 1912, the idea was publicly suggested to the whole American paint trade. The question was asked:

"Why not arouse and organize into one national movement the 'clean up' spirit that stirs in every normal human being every spring, and that, with a little local organization, has manifested itself occasionally — but always effectively and creditably — in the various community campaigns that have been described in the newspapers and magazines, and especially in the paint trade journals?"

The dealers in paints, and the painters, started several such campaigns, and were active in co-operating with women's clubs, civic organizations, and city and school officials, and local publishers, etc., who have launched clean-up campaigns. It was contended that the paint man is the natural and proper advocate and organizer of the movement for homes and towns beautiful, for cleanliness, thrift and civic pride — the three graces of the paint gospel.

The idea was instantly and enthusiastically accepted by representative men throughout all the branches of the paint and varnish and allied trades; and more — it was greeted with the warmest expressions of approval and gratification by the leaders in community betterment efforts, by officials in the various national and state and city civic organizations, by school and health, and food and drug officials, and by mayors, and publishers, and, of course, by paint dealers, and painters everywhere.

In a statement recently made Mr. Clark said:

"The primary object of the 'Clean Up and Paint Up' campaign is to establish that five-word slogan everywhere; to create in the public mind that sense of intelligent association that will realize the inadequacy of the first two words and that sub-consciously will link together inseparably the five words in any mind informed on sanitation, conservation and beautification.

"The methods through which this is to be achieved are comprised in an active and thorough national campaign from season to season and year to year, for the organization of local campaigns 'For Homes and Towns Beautiful'— under whatever name or local auspices may be chosen for the movement.

"The meaning of the campaign and the motives of its supporters may be various and manifold, according to circumstances and personal temperament. Let us see if all these motives are proper and practical and laudable; and whether they are hurtful to any, or helpful to every devotee of the community improvement cause, to every citizen — and to every child that is growing up into the better conditions for the saner living and the higher aspirations of the new civilization toward which the efforts of practical organized altruism are focalized today as never before in the world's history.

"This campaign will bring some personal credit — yes, and some business rewards — to paint men and newspaper men, and to the officials of states and towns and civic and commercial and other organizations — who lead, and to those that follow with their helpfulness in starting these campaigns and making them successful.

"The campaign will bring financial benefit to every houseowner who cleans and paints his property — protecting it against deterioration and increasing its value as a home for himself or others by making it sanitary and presentable. Such conservation and increase of value of that large portion of the national wealth represented in the paintable, but sparsely painted, property within the United States, as would result in such campaigns waged everywhere from year to year, would stop a present national loss amounting to millions everywhere.

"And that approaches the truly 'altruistic' motive. For those interested in social service not only recognize all these as proper and laudable motives, but they also see in them the sound basis for practical community work in effective co-operation with a representative section of the business community that has initiated, and is conducting and financing this campaign.

"The altruistic spirit is as prevalent among paint men as among any other element of the general business community. I believe it is rather more prevalent and intelligent and practical among paint men, perhaps because their products appeal to the home and neighborly and civic — the altruistic — sentiments; and the mere psychology of salesmanship (of 'putting one's self in the buyer's place') would imbue even the clod with some social instinct — though of course no 'clod,' no man devoid of the humanities readily developed into definite expression through social service, could be a successful salesman or could himself achieve success in any field.

"Therefore, in this work, let there be no criticism because it enables various people to gratify their desire to do their share in community improvement; to idealize their chosen professions or trades; to better their business and its rewards, and to enjoy whatever respect, or credit, that honest folk ordinarily accord straightforward effort and methods and motives."

* * *

TEN RULES FOR APPRENTICES

1. Be neat — There is a great deal of so-called dirty work about the printing business but it is not necessary to leave tools, work-clothes, wiping rags or waste paper lying about promiscuously.

2. Be careful — Always be as careful of stock and tools as if they were your own. You are never too busy to pick up stock which has fallen to the floor and is in danger of being soiled nor to replace tools after using same.

3. Be punctual — Not only should you be careful to be on time morning and noon, but likewise when you are expected to have work done at a certain time, see to it that you complete your "stunt" in the time allowed. Never fail to keep appointments or to send word if it is impossible for you to go in person.

4. Be studious — The man never lived who could "learn the business" in an ordinary life-time and if you are going to keep up with the trade, you must put in a good share of your spare time studying trade magazines, high-class printed matter, type and machinery catalogues, etc. You cannot remember every page you read but you can't forget them all either.

5. Be courteous — Not only should you show proper respect for customers and outsiders but be habitually courteous to all with whom you come in contact. Not only is this a duty on your part but often by this means will the doors of the storehouses of knowledge be opened to you. If your habits are those of the perpetual grouch your fellow-workers will not put themselves out to help

you or explain the difficult or intricate problems of trade work.

6. Be loyal — When you accept a position you are taking an obligation to think, act and speak in the interest of your employer at all times. To do otherwise is worse than to help yourself out of the till, though many employees acquire the habit of "knocking" their employers — possibly through ignorance or thoughtlessness. If you cannot "boost" all the time — both in and out of the shop — look for another place at once. You'll never be any good where you are, either to yourself or the firm.

7. Be industrious — Don't imagine that because you are working for low pay that you should do less than you are capable of at all times. The time is coming when you will no longer be a "boy" and will be expected to earn a man's pay. You must acquire speed, accuracy and workmanlike methods while a boy or you will never hold a man's job successfully.

8. Be quiet — It is admitted that it seems natural for boys to make plenty of noise and of course nobody admires a "dead one," but you should learn to control your desires to sing and whistle and clatter your tools upon your frame or your feet upon the floor. You will yourself observe that the best workmen are those who make the least **unnecessary noise.**

9. Be patient — Perhaps this is the hardest task for a real ambitious, industrious lad. Most all boys wish to get to the top in a few months' time but it takes years — and a good many of them too — before you can get there, or anywhere near it for that matter. All the best printers in the business and those in authority on trade subjects had to go through the mill some time and in all probability saw "type-lice" before you were born.

10. Be honest — The boy with an honest heart will wish to follow as closely as he may, all the foregoing rules, that he may render the best possible service at all times to his employer, his fellow workers and to himself.

The foregoing rules are suggested for adoption by the apprentices for the reason that they embody the fundamental principles, the code of ethics, yes the very essentials which enter into the make-up of the efficient and successful master printer, for as the poet says:

"Men are only boys grown tall:
Hearts don't change much, after all."

ROSCOE E. HAYNES,
Fairport, N. Y.

✣ ✣ ✣

STOP THE LEAKS

By Walter Jack, Pierpont, Ohio

"I would like two copies of your paper of April 2," I remarked to an editor. "All right, I will find them." After going through files of his publication he secured the copies. "How much?" was the query as I took the papers. "Nothing."

I took occasion to hint that giving away papers did not pay light, heat, stock and other bills. This is one of the greatest leaks that creep into country offices. Everyone who ask for copies of the local paper is given from one to three, and oftentimes I have seen bunches of a score or more of papers given without any remuneration.

The editor would not think of going to the bakery and expect that a five cent loaf be given him. He would not think of going to the grocery and ask for a small bill of groceries to be sent up to his home, and expect the groceryman to donate the goods. Papers are part of the product of the print shop. Except for advertising purposes it would be just as logical to give away a job of printing as to give copies of a paper. There is a certain expense against each paper printed, and by giving out papers gratuitously, can the editor convince himself that he is doing the right thing by himself and by those who have already subscribed?

I am acquainted with a certain editor that does not allow a single copy of his paper to leave the office without receiving some remuneration for it. He charges the public library for their copy, he carries no gratuitous subs, and he is making good in a financial way. He declares that it is his aim to make his paper worth its price to his patrons, and demands cash from all.

Many newspaper men will give an extended write-up of a wedding or funeral, and when a patron asks for a half dozen or more copies, they are given to him. A charge for these copies could be made, and every week there is sufficient demand of the small country newspaper for copies containing special articles, to make the returns balance the light or repair bills or go a nice way toward paying interest on investment.

I have noticed about country offices, the giving away of scrap paper, of card board, of sheets of various kinds of printing stock constitutes a big leak. Every sheet of paper that leaves the office should be valued at a figure which will cover its initial cost, that of transportation, and leave a fair profit besides. Regardless of how small the piece of scrap paper, it should be bundled, and laid in the stock cabinet, and before many weeks a job may be "lined up" which will handle the waste. One printer I know puts every piece of waste to use, by printing on it some attractive advertising for his business, and distributes it among his customers.

Children prove a bother to printing offices. We had considerable experience with children going to the stock room for waste. They would not confine their picking to the waste box, but would dip into piles of cut stock and jobs that were waiting for delivery. For a few weeks we tried keeping the "kids" out, but we finally figured they were future patrons of the office, and by telling them to show us the stock they took before leaving the office we secured the good will of the youngsters, and maintained the friendship of their parents.

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BRITISH MILLIONAIRE PILL MANUFACTURER BIG ADVERTISER

Sir Joseph Beecham, millionaire pill manufacturer, of St. Helen's, England, who is making a tour of North America, accompanied by Edward Glover, export business manager, said in the course of an interview at Edmonton, Alta., on September 6, that he is planning an extensive advertising campaign in the United States and Canada.

"We have expended more than a million pounds sterling ($5,000,000) in newspaper advertising during the last ten years," Sir Joseph added, "and it is likely this will be increased largely in the next ten years. We also use magazines and other media. My father, who organized this business, told me when a youth that there was only one advertising medium — the newspaper. During his lifetime he used no other; in fact, he never saw any reason why he should. For that reason ninety-eight per cent of our total appropriation goes to the newspapers. the other two per cent is for supplementary work and detail."

Sir Joseph is mayor of St. Helens, which office, he said, costs him $10,000 a year for entertainment and other expenditures. There is no salary connected with the office. He has crossed the Atlantic ocean fifty-eight times to visit Canada.

BUSINESS MANAGEMENT

ED. E. SHEASGREEN, *Editor,* 1603 MONADNOCK BLOCK, CHICAGO, ILL.

TO THE SCIENCE OF COST-FINDING—OR A NEW BUSINESS CREED

If the Science of Accounting could have been the only rule in the business game, we would have had no business failures. If the effort put forth, and the knowledge had by accountants, all these years back, had made up the sum total of the entire business game, then why all the many failures each year?

If the Science of Salesmanship and Service, in the securing of tons upon tons of contracts, was all there was to the business game, then, again, failures could not well have been.

If the Science of Credits, used in protecting a business, could have held all the business virtues, then, once more, failures in business could not well have happened.

But it is in the Science of Cost Finding that the great virtue lies. This science can harmonize and bring about a very healthy business condition after all other forces have failed — in fact, if the Apostle Paul lived these days he might speak of these business principles, as he spoke of the fundamentals of religion:

"If I conduct my business by the Science of Accounting only, but knoweth not the Science of Cost Finding, my business soon passeth away, it becometh as a shell, as a wreck in the sand and again a part of the earth. It giveth me many a pain and sleepless night.

"And if I have the gift of, and the power to properly understand and use the Science of Salesmanship and Service, and can secure contracts by the ton and knoweth not the Science of Cost Finding, my business is as nothing. And whether I care to analyze or not all the moral qualities and all the business and home affairs of my customers, and extend to them a limited or an unlimited credit, according to the Science of Credit, but knoweth not the Science of Cost Finding, it profits me nothing.

"The Science of Cost Finding taketh account of all things, good or evil, it speaketh the truth always, it showeth all things, it bringeth all things in business, even harmony between labor and capital. It striveth always against a failure. Wherever there are incompetencies, gross mismanagements, unwise laws, or inaccuracies of any kind or descriptions, its fingers pointeth them out.

"When I first began in the business game I was a child, I spake as a child, I thought as a child, I acted as a child. But now that I have become a man in business, because of the knowledge I have acquired by and through the study and application of the Science of Cost Finding to my business, I have put away all childish things, for in my days of ignorance I looked at business through the wrong end of the glass, I knew only in part the laws of the business game.

"But now I see fully, I understand fully, that there exists the Science of Accounting, the Science of Selling, and Service, the Science of Credits, and the Science of Cost Finding, these four — but the greatest of these is the Science of Cost Finding."

* * *

TILL NEXT VACATION TIME

Vacation time is over!
So now returns the Rover,
From fragrant fields of clover,
From lake, and wood, and stream.
The hours by the brook-side,
And those spent on the hill-side,
And all those walked by **her** side,
Have vanished like a dream.

Ho! Now you tanned old Rover,
Home from great fields of clover,
From haunts of trout and plover—
Keep up that happy smile!
'Twill cheer us as we bustle!
'Twill nerve us in our tussle!
The better can we hustle,
Till **next** vacation time!

—E. E. S.

Yes, vacation time is over.

Back to office chair, shop stool, machine feed board, bindery table, the devil's hell-box, there have streamed the thousands who were fortunate enough to be able to spend a few days or weeks out under God's blue skies, or by some fair lake or whispering stream, to there forget the wildness of city canyons and immense wildernesses, and to drink in the pure country air, remembering that God is over all.

Yes, vacation time is over.

What is vacation, any way?

Just a little change from the daily grind.

Why not have vacations oftener than we do?

It can be done!

First just let the smile **now** on your face **stay** there until "next vacation time."

Just remember how a little change from the office or shop helped out. Smile over it. Then try and find a moment once in a while during each day, for each of your comrades, to do something a little different from the steady grind of what in time is bound to become monotony — say, if nothing more than to only stand up and exercise the arms in a few light calesthenics or gymnastics.

Above all, play for the **sunny smile** as you would play for **profits.**

Be sure the smile goes out into your product, and that it emanates from your desk, stool, machine or table, to be radiated throughout the entire establishment, so that the costumer will feel and know the smile, and then, himself smile, and reorder.

Smiles make honest, successful products.

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THE "OMAHA SPIRIT"

The "Omaha" Spirit — that spirit that is bringing the employer and the employe closer together out in that western city, is slowly working wonders.

First, the entire membership of the Typographical Union voted to help financially the Missouri Cost Congress, held last spring, and gave, without a single vote against, twenty-five dollars to the Ben Franklin Club and the Typothetae of Omaha for carrying on the convention.

Next, the members of the union were in constant attendance at the sessions of the convention.

Again, the employers and the employes began to meet together and to discuss trade questions as both parties understood and viewed them.

Then the report has it, that the union men invited all employers to come out to union meetings, where they all could better discuss trade, wage and shop conditions, with much satisfaction to both sides and honor to the craft.

At the late convention of the International Typographical Union the delegate from Omaha, backed by the sentiment that has been prevailing there, succeeded in having a resolution passed creating a technical department in their Journal.

The "Omaha" spirit is great.

Some day we will hear that it has urged the printers — employers and employes — to insist that the Manual Training and Domestic Science Departments of the Omaha public schools install in those institutions a **real cost finding system,** so that the students may not only be taught how to use tools, and to do things, but may also be taught the **real, true, fundamental** principle of business. THE SCIENCE OF COST FINDING, so that when they in turn become business men and women, they will be fairer competitors.

We also expect to hear that the "Omaha" spirit will compel the International Typographical Union to **compel** its members to study, not only the cost of production as it is applied to the production of printing — BUT TO STUDY THE COST TO THEM OF PRODUCING THE LABOR WHICH THEY AS COMPOSITORS SELL.

And speaking of this matter of the cost of producing labor to sell, makes us think about those

Stolen, Profitable Wage Forms

It happened at Toledo.

Who stole them no one knows, or why, unless the party was so fascinated with them, and the idea of trying TO FIND THE COST OF PRODUCING LABOR TO SELL, they could not resist the temptation.

The facts in the story are these:

At the booth of The National Printer-Journalist there was on display by the Standard Cost Finding Service Company, of Chicago, not only the cost forms used in the printing and metal trade plants, but also the forms which have been devised for use in THE PROFITABLE WAGE, written by your associate editor, and which will appear this Fall.

Whoever stole them no one knows, but may those forms do the fellow who did steal them — if they were stolen — a world of good. He should have waited a little while longer and stole a copy of THE PROFITABLE WAGE — then he would have had the WHOLE story.

If the guilty party will return them to 1603 Monadnock Block, Chicago, the author of THE PROFITABLE WAGE will give him an autographed copy of the book, also an autographed copy of THE PROFITABLE WAGE, TIME AND COST BOOK.

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AUTOMOBILE ECONOMICS

With the advancement made in inventions there has come the horseless carriage. With the passing of each day new speed records for this machine is being made — likewise new accident and death records, by the score — aye, by the hundred.

The number of accidents and deaths are steadily increasing, due in a great measure, to the carelessness shown by the drivers of these hurricane wagons. Inexperience in judging speed, inability to properly handle these machines on crowded streets, real mean cussedness displayed by many drivers in monopolizing all road rights, joy rides piloted by jag artists, are a few of the causes which have led to the building up of many a new green grassy mound, and undertakers' fortunes.

Suppose that on tonight's limited the engineer was some young chap fifteen or sixteen years of age, or a woman, or even a girl, whose only training, so far as judgment of speed and the handling of machinery was concerned, had been obtained in the swift waltz or in criticallly watching some poor woman run a sewing machine — and what would the general comment of the great traveling public be? Supposing even that the engineer was a man of years, but who had never had experience in controlling machinery running at high rates of speed — how long would the road keep its name as a safe one over which to travel? How long would it be before laws would be passed prohibiting these conditions to exist and compelling all who would handle such equipment to pass high standards of examination and to be of most sober characters?

And yet — the line is set with telegraph offices, there is a block system, the track is protected by right-of-way fences, at every road crossing there are not only signboards reading LOOK OUT FOR THE CARS, but there is often the extra precaution of a flagman or gates, and oftentimes both. There are all of these safeguards with no terribly crowded streets over and through which the run is to be made for its entire length.

Men in charge of engines and trains, no matter how thoroughly the road is equipped with safety appliances, or how light the traffic, must have had long experiences as firemen, or brakemen; must have been examined rigidly as to hearing and sight, judgment and knowledge of speed, and must have received this knowledge by long years of actual experience and not have gained it from a book, a college course, or from verbal instructions given by others.

But when it comes down to the automobile, the modern, joyous, death-dealing machine, we find that the young and the old alike, all practically with no experience as to how to properly judge speed, are allowed to run their machines hilter-skilter to and fro along our crowded streets, where there are thousands of people and hundreds of teams. Recklessness of all kinds is indulged in on straight drives to say nothing of the terrible chances taken in making the corners at a high rate of speed.

The worst feature of all is that of the "yellow streak" which many drivers show when they run away after having run down some poor soul!

Many drivers, in approaching railroad crossings with their engines running on high gear, slow down when they find that the crossing is a rough one, so that they can take the bumps a little easier. Failing to put their engines in low gear, they very often find that it goes "dead" right on the crossing. Just about this time along comes a train, and another automobile accident, with a probable heavy loss of life, is reported.

It is about time that the authorities in all cities and towns, and even in the counties, take this matter in hand from the standpoint of the economics that enter into the automobile game.

Have every person who is owner or driver understand that they are dealing with a transportation question that is as serious as that of railroading, so far as "safety first" is concerned.

Have closer examinations of eyesight, stability of character, good common sense, and as to whether or not booze or "yellow" are in the person's make-up.

Compel the drivers to serve long apprentices as chauffeurs before they can be considered as able to assume the responsibility to run cars.

Compel the serious side of the game of owning or driving a machine to be better understood by those who are fortunate enough to own or drive one.

Stop the payment of fines — imprison for periods not shorter than sixty days.

Send up for life, when they are caught, those who, after injuring someone, wheel away in the crowd and for the time are lost.

Find out the right kind of lights to use in the city streets at night — lights that will not blind those on the street, but yet will show the true position of the car.

Make all understand that each human machine costs about $5,000. That when five or six people are killed in one of these accidents, there is an economic loss for society to bear, besides the property loss in the car, of approximately thirty thousand dollars.

Men must be made to understand that they are playing a serious game when autoing, and that they are not attending a pink tea affair, and we will see less slaughtering of the innocents.

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ECONOMICS OF THE TOLEDO EXPOSITION

Throughout the country for a year back great interest was manifest in the Million Dollar Exposition which the printers of Ohio and other Central States recently held.

With a strong state organization, the printers of Ohio, headed by the best brains the industry could supply, began, right after the Cincinnati convention, to plan and to carry into being those plans for a monster meeting. September 1 to 6, 1913, were the dates set. Every energy of every man on the job was bent toward the object in mind — to have at Toledo the greatest combination exposition and cost congress ever held in printerdom.

September 1 to 6 has come and gone — the great show is a thing of history — the gigantic proportions of the exposition cannot be doubted, neither are the gigantic proportions of the Cost Congress doubted, for there was nothing gigantic about that part of the show. The Cost Congress and Schools fell flat, not because the managers of the great event did not do their work well, not because they had not pushed hard enough from the start, but because they attempted the impossible — the mixing of business and pleasure together into big doses. To have a cost congress and an exposition mix — well, one should first solve the problem of thoroughly mixing oil and water.

Resolutions were passed by the various bodies attending the Toledo meet that no more expositions and cost congresses should be held at the same time and place.

In that move we believe the right action was taken.

Let us look at the economics that enter into such meetings as the one recently held at Toledo.

First, in order to hold such affairs the supply men must be induced to take part in the show, this means they must spend large sums of money.

From far and near the show must pull like an immense magnet.

Second, to satisfy the supply men, the crowd must be brought and entertained for a week; this means an immense amount of money has to be gathered and spent by the local committees for advertising the show. To meet all the expenses, the space in the exposition building must be sold at a stiff enough rate so that the committee managing the affair can, with the registrations of the individual visitor, get back enough money with which to pay all bills. But, after all, the biggest part of the cost of the exposition is borne by the supply men.

Now, how do the supply men get even? By "passing the buck." To whom? On to the poor printer who always has about all he can do to meet his regular expenses. But the "buck" must be passed, and so that printer "gets his," in the shape of advertising expenses passed on by the supply men. If the printer knows cost and how to handle cost items, he will in time pass the "buck," through his expense column of "advertising" or "selling expense" back to the consumer of printing.

The loss and extra expense that comes from these expositions and cost congresses is very heavy, and may this department offer the following suggestions:

Choose some central point in the United States, easy of access to every printer in the country, be he little or big. Have a corporation formed to buy real estate and to build a twelve or fifteen story office building, one of two-floors of which should be equipped with convention halls and committee and reception rooms, and one floor equipped for exposition purposes. To this place would come once a year, and all within one month, those who would take part in the conventions of the lithographer, printer, binder, photo-engraver, steel and copper plate engraver, stationer, rubber stamp and stencil maker, editor and paper maker. Three days a week could be given over to the exposition when it would be closed for three days of cost congress or convention for the several bodies meeting. This method would reduce the traveling expenses in many cases eight or nine times. It would cause the supply men to show but once a year, and thus, with a saving on their part, a smaller "buck" by far would be passed to the printer, who in turn would pass a smaller one to the consumer — the results all around being a reduction of effort which is always equivalent to reducing the cost of production.

The floor space in such a biulding rented for office purposes would bring a good revenue, while the three or four floors given over to convention and exposition purposes would be busy nearly the whole year round taking care of not only the conventions for the printing and allied trades, but for all metal trades, wood-working, automobile manufacturers, clothing manufacturers, millers, horticulturists, etc. Such a concentration of effort, such eliminations of all unnecessary efforts, would tend to greatly reduce production costs all around.

The duplication of effort at all times throughout society is not good economics, and the sooner we begin to put a stop to duplications the better off we, the people, will be, for lower costs will prevail.

Think this plan over, brethren, and let this department hear from you.

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"CAN'T GET ALONG WITHOUT IT."

Amsterdam, N. Y., August 15, 1913.

Mr. B. B. Herbert,
Chicago, Ill.

Dear Brother Herbert: The letter asking you to discontinue the National Printer Journalist was sent by mistake. I knew nothing about it. I enjoy reading your excellent Journal very much, and can't get along without it.

Wishing you success, and hoping this finds you hale and hearty, I am, with kindest regards,

Sincerely yours,
WM. J. KLINE.

REVIEW OF JOB PRINTING

Address All Communications to E. S. HANSON, 538 S. Dearborn Street, Chicago

IT IS a pleasure to be able to show these illustrations of a printing office located on board a railway train. This plant was installed in a baggage car on one of the trains of the Great Northern Railway, this being termed a hotel train, which accompanied an automobile tour from Minneapolis to Glacier National Park. This train furnished eating and sleeping accommodations for the motorists, and printed as well the Glacier Park Blazer, the first daily automobile newspaper ever printed on a railway train. The equipment of this unique newspaper plant included a linotype machine, cylinder press and engraving outfit. The press was a working model of the Osterlind patent, loaned for this purpose by the inventor. The daily story of the tour was enlivened by photographs taken by the staff photographer each day, from which half-tones were turned out in the engraving plant on the train by experts from the Buckbee-Mears Engraving Company of St. Paul. The composing room was installed by the McGill-Warner Company of St. Paul. A four horse-power motor attached to the car dynamo furnished the power for operating the plant. The contributing editors to this daily were the correspondents to various automobile publications and daily newspapers who accompanied the tour. The publication committee consisted of Asa Paine, fifth vice-president of the American Automobile Association, and Dr. C. E. Dutton, chairman of the touring board of that association.

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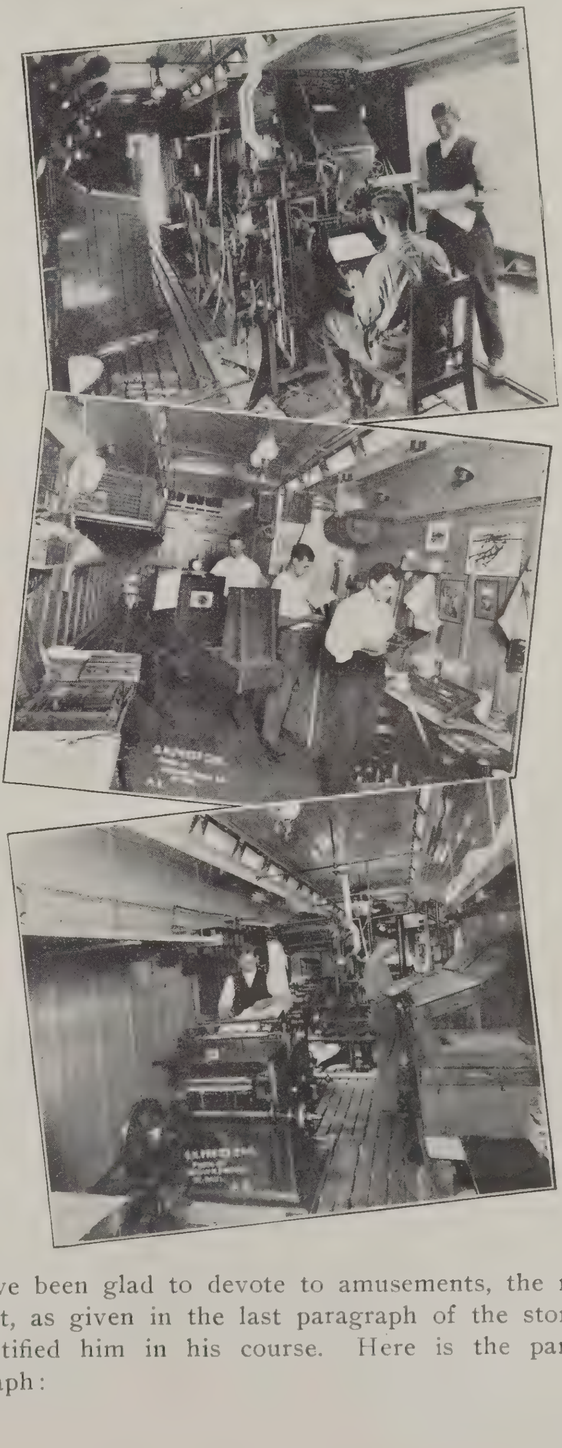
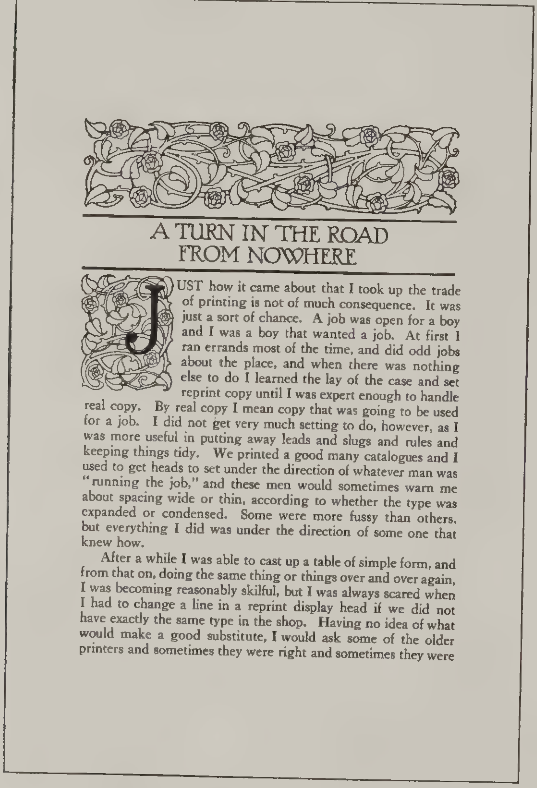
"A Turn in the Road from Nowhere" is the title of a handsome piece of work just issued by the committee having in charge the course of instruction in printing for the International Typographical Union. The first six pages of this booklet are given as a chapter from the life experience of an ambitious young printer; and while it may not coincide entirely with the biography of any particular person, it is even more true than as though it did, for it is something of a composite and may be said to be characteristic of ambitious printers in general. The gist of the whole story is that this printer took up the work of the course of instruction of the International Typographical Union, and while it occupied considerable of his time which he should very likely have been glad to devote to amusements, the result, as given in the last paragraph of the story, justified him in his course. Here is the paragraph:



Almost imperceptibly I began to get a reputation for knowing a good deal about display work. I suppose I had a good deal to say one way and another, and quoting the lessons, I was able to hold up my arguments about display work and design; and it came about that I had a chance to design a little job, and did it so well that I went ahead after that pretty steadily, until now I have charge of the new department in our place, where we design and lay out jobs.

The booklet goes on from this point to give in some detail a history of the course of instruction and the methods followed. To give an idea of the excellence of the printing it need only be said that it is the work of Henry O. Shepard Company of Chicago. It has an excellent cover design by Mr. F. J. Trezise, illustrations by Mr. J. T. Nolf, and the composition is by Messrs. John Stanesco, M. Kramer, and Noble Coolman. Other ambitious printers throughout the country can get a copy of this booklet by addressing the International Typographical Union Commission, 624-632 Sherman street, Chicago.



A TURN IN THE ROAD
FROM NOWHERE

JUST how it came about that I took up the trade of printing is not of much consequence. It was just a sort of chance. A job was open for a boy and I was a boy that wanted a job. At first I ran errands most of the time, and did odd jobs about the place, and when there was nothing else to do I learned the lay of the case and set reprint copy until I was expert enough to handle real copy. By real copy I mean copy that was going to be used for a job. I did not get very much setting to do, however, as I was more useful in putting away leads and slugs and rules and keeping things tidy. We printed a good many catalogues and I used to get heads to set under the direction of whatever man was "running the job," and these men would sometimes warn me about spacing wide or thin, according to whether the type was expanded or condensed. Some were more fussy than others, but everything I did was under the direction of some one that knew how.

After a while I was able to cast up a table of simple form, and from that on, doing the same thing or things over and over again, I was becoming reasonably skilful, but I was always scared when I had to change a line in a reprint display head if we did not have exactly the same type in the shop. Having no idea of what would make a good substitute, I would ask some of the older printers and sometimes they were right and sometimes they were

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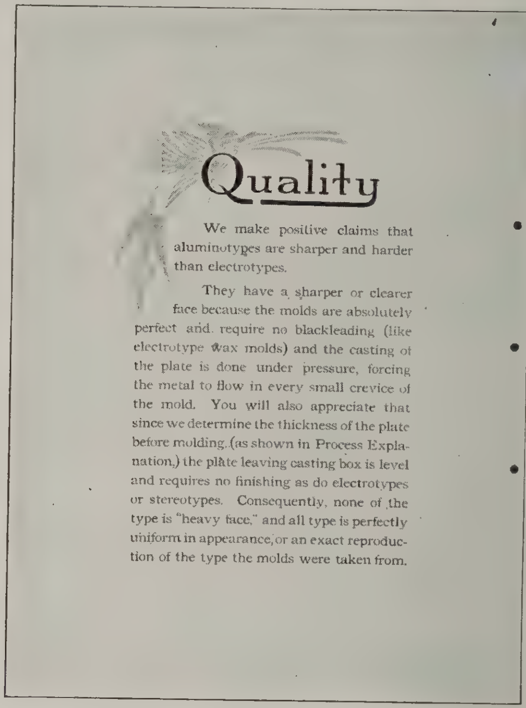
I have from the Rapid Electrotyping Company of Cincinnati, New York and Chicago, a piece of work which is interesting both from the matter which it contains and the manner in which this matter is set forth. It is descriptive of the Aluminotype process and is intended as a follow-up for the personal work of a salesman, and sent to those whom he has not been able to sufficiently interest in the process to secure their orders. It may be of interest to state here, briefly, that the aluminotype process is a perfected stereotype process allowing the use of metal at high temperature. It is totally different from electrotyping and a radical departure from the old plaster and matrix stereotype processes. In aluminotyping, forms are locked in chases, the furniture used in locking up being of a height equivalent to the difference between plate thickness and type height. After it is ready it is placed on an imposing slab and the moulding frame placed on top of the form so that the frame will rest evenly on the furniture. The face is then sprayed with a special releasing compound, which insures release and dispels all air from the face of the form. A composition including plaster, clay, asbestos, and other ingeredients is poured on the form and allowed to set for about ten minutes. The frame containing the mould is then released from the type frame and placed in a drying chamber. After forty-five minutes it is taken out, covered with a frame of like composition, locked in a specially constructed casting machine. The plate is then cast instantaneously by injecting aluminum alloy into the mould. The printing of the booklet is in three colors, the body matter being in a soft tone ink which blends with the light gray tint of the stock.



Quality

We make positive claims that aluminotypes are sharper and harder than electrotypes.

They have a sharper or clearer face because the molds are absolutely perfect and require no blackleading (like electrotype wax molds) and the casting of the plate is done under pressure, forcing the metal to flow in every small crevice of the mold. You will also appreciate that since we determine the thickness of the plate before molding (as shown in Process Explanation,) the plate leaving casting box is level and requires no finishing as do electrotypes or stereotypes. Consequently, none of the type is "heavy face," and all type is perfectly uniform in appearance, or an exact reproduction of the type the molds were taken from.

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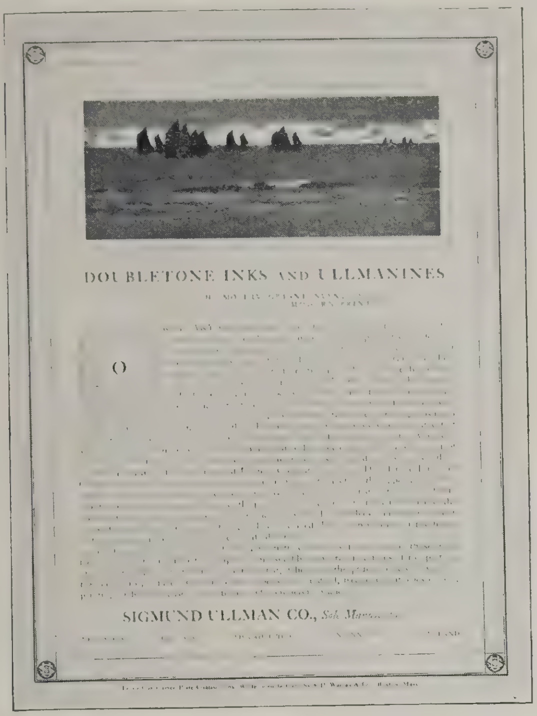
One of the best expositions of double-tone inks which I have seen is a folder of twelve pages recently issued by the Sigmund Ullman Company of New York. This folder not only gives some excellent examples of the use of doubletones and Ullmanines, but also includes some valuable suggestions in regard to the use of this class of inks. The work is done on white cameo plate book paper and two classes of ink are used, Doubletone Art Shade No. 4 and Ullmanine No. 27. The reproduction of a sample page will show the handsome typographic display given to this folder, though it will not show the faultless excellence of the press-work.



DOUBLETONE INKS AND ULLMANINES

SIGMUND ULLMAN CO.,

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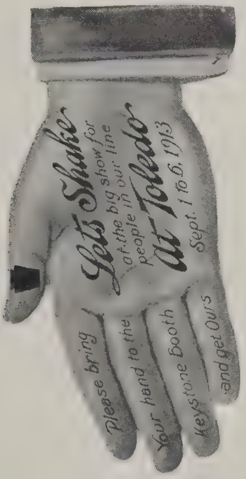
The Keystone Type Foundry celebrated Independence Day by issuing a booklet regarding the flag, which has just come to my attention. It takes up in considerable detail the history of the flag, and also the history of "The Star Spangled Banner" and other songs which have been written about it. It is a delightful piece of printing, as well as worthy of preservation because of the historical facts contained. It was set and printed in the printing department of the Keystone Type Foundry of Philadelphia. The type used is their Harris Roman. I am also showing here an attractive cut-out card which this company sent out prior to the Ohio Cost Congress at Toledo.



Stevens, Maloney & Co. of Chicago recently turned out for the Thomas Moulding Brick Company a booklet of thirty-two pages giving an exposition of brick fireplaces. This is a topic which lends itself charmingly to artistic illustration, and the artists who made the illustrations have made the most of it. The fireplaces shown are given historic names, such as the Longfellow, Ruskin, Tennyson, Fielding, Byron, Hawthorne, etc. Some of these are really intended to follow, in their design, fireplaces which have appeared in the homes of these noted men. The printing is in doubletone brown with a brick red underlying it for the fireplaces themselves, and also for the initial and initial ornamentation on each text page.

BRICK
FIREPLACES

THOMAS MOULDING BRICK COMPANY
CHICAGO · ILLINOIS

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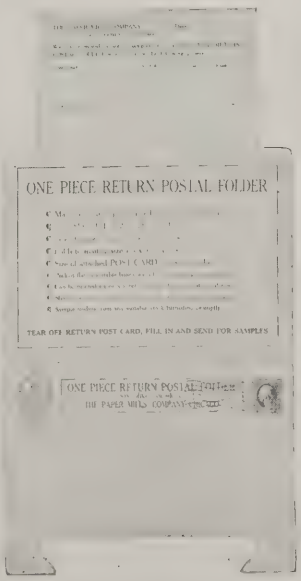
I am showing here a postcard sent out by the Paper Mills Company of Chicago, and which is an unusually neat design. The address on the postcard also serves as a signature to a request for



ONE PIECE RETURN POSTAL FOLDER

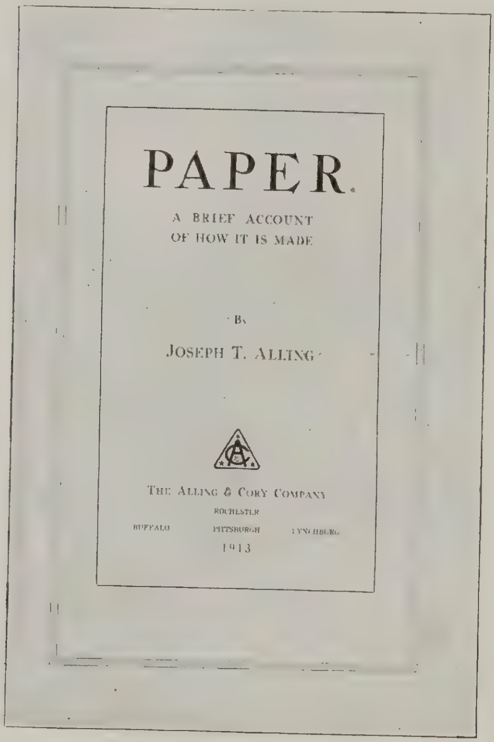
TEAR OFF RETURN POST CARD, FILL IN AND SEND FOR SAMPLES

ONE PIECE RETURN POSTAL FOLDER
THE PAPER MILLS COMPANY CHICAGO

further information, etc., so that all the recipient has to do is to tear off the card, put a stamp on it and mail it. This would seem to be a commendable enterprise on the part of this paper company, because it gives their customers the opportunity to get a fantastic design without going to the expense of a separate cutting die for each job.

* * *

I have a very attractive booklet containing an article by Mr. James T. Alling entitled "Paper — A Brief Account of How It Is Made." This is published by the Alling & Corey Company of Rochester, N .Y., and seems to be published to show the advantages of Best Patent Finish book and Check Finish Rhododendron cover for booklet work. This it does to excellent advantage. The title page is also very satisfactory in composition, although possibly the author's name might be in type a size smaller.



PAPER

A BRIEF ACCOUNT
OF HOW IT IS MADE

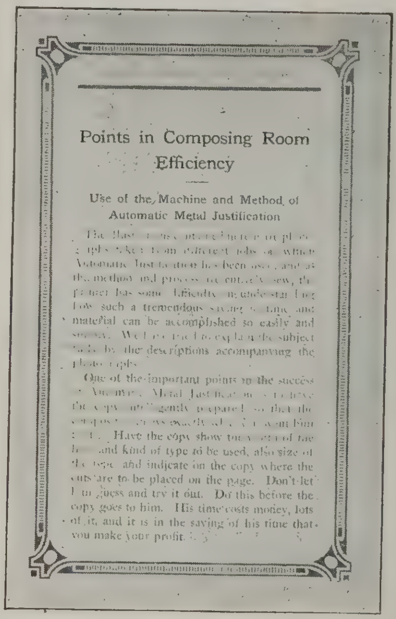
By

JOSEPH T. ALLING

THE ALLING & CORY COMPANY
ROCHESTER
BUFFALO PITTSBURGH LYNCHBURG
1913

* * *

The W. B. Conkey Company of Hammond, Ind., sends me a booklet entitled "Composing Room Efficiency," being a description of the company's new process of hot metal justification. This is a process which is intended to greatly facilitate the justification of forms containing large numbers of cuts of irregular size, in place of leads, slugs and metal furniture. The booklet shows a large number of illustrations of forms justified in this manner as well as a complete description of the method and the apparatus. I am showing a page of this booklet. The type matter and illustrations are in black while the border is in chocolate brown. This border I consider rather heavy for the size of the pages, otherwise the work is extremely satisfactory.

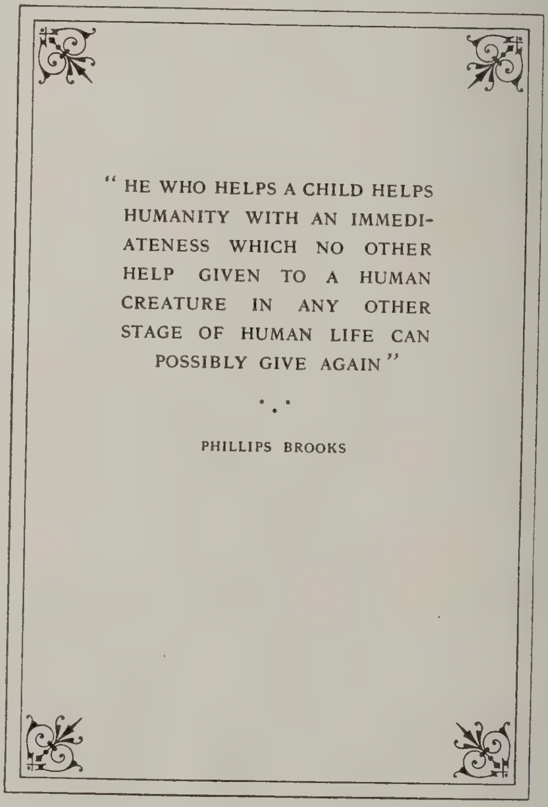


Points in Composing Room Efficiency

Use of the Machine and Method of Automatic Metal Justification

* * *

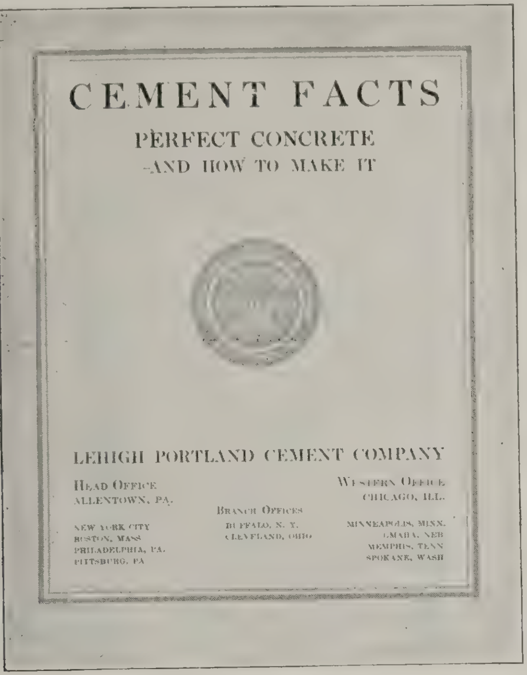
From the William F. Fell Company of Philadelphia, I have several interesting pieces of work, the one which has particularly attracted my attention being a bulletin of the Children's Aid Society of Pennsylvania. This is a class of work which is usually gotten out very cheaply, but I am pleased to note that this one departs from the regular custom. It is not only on good stock,



"HE WHO HELPS A CHILD HELPS HUMANITY WITH AN IMMEDIATENESS WHICH NO OTHER HELP GIVEN TO A HUMAN CREATURE IN ANY OTHER STAGE OF HUMAN LIFE CAN POSSIBLY GIVE AGAIN"

PHILLIPS BROOKS

but the composition is very carefully done and the presswork is excellent. A sample page is here shown. I am also showing title page from another booklet which I consider of special merit.



CEMENT FACTS

PERFECT CONCRETE
AND HOW TO MAKE IT

LEHIGH PORTLAND CEMENT COMPANY

HEAD OFFICE
ALLENTOWN, PA.

WESTERN OFFICE
CHICAGO, ILL.

BRANCH OFFICES

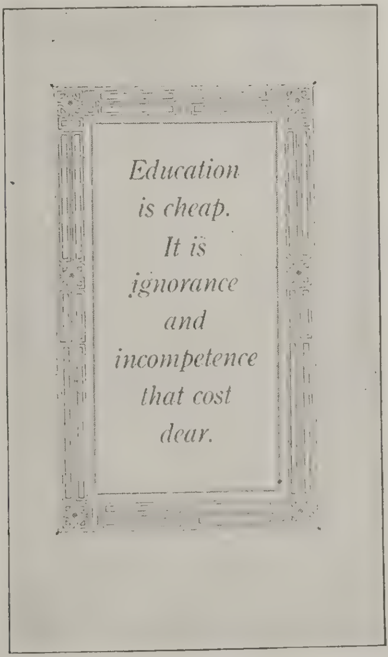
NEW YORK CITY
BOSTON, MASS
PHILADELPHIA, PA.
PITTSBURG, PA

BUFFALO, N. Y.
CLEVELAND, OHIO

MINNEAPOLIS, MINN.
OMAHA, NEB
MEMPHIS, TENN
SPOKANE, WASH

✣ ✣ ✣

I shall again, as on several former occasions, clip out the motto page from the Apprenticeship Bulletin of the North End Union School of Printing of Boston. I think this page might have been improved by the elimination of the periods. They seem to me to mar the symmetry of the production. A point at the end of the sentence would, of course, not be necessary for its correct reading; and the capital letter at the beginning of the second sentence ought to be sufficient to separate the two.

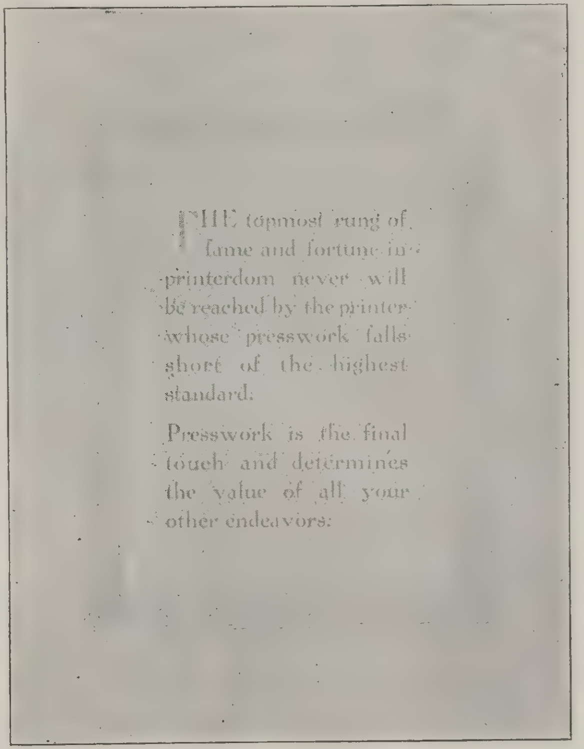


Education
is cheap.
It is
ignorance
and
incompetence
that cost
dear.

The Western Engraving Company of Seattle, Wash., sends a souvenir program of Stag Night at the Pacific Coast Employing Printers' Congress. The cover is from an engraved plate, but the eight inside pages are set in type, the composition and printing being done by the Sherman Printing and Binding Company of that city. It is a very satisfactory piece of program composition and is done entirely in Cheltenham old style and Caslon old style.

✣ ✣ ✣

There are several things of interest in a recent catalogue sent out by the William Thomson Printers' Machinery Company, 426 S. Dearborn street, Chicago. One of these is the introductory page which I am showing here. It is an unusually harmonious piece of composition, aside from the value of the sentiment expressed. The catalogue is descriptive of this company's Laureate and Colt's Armory presses. The catalogue itself was printed on a Laureate, Model J, four-roller press, and is, in itself, with its combination of type matter and half-tones, sufficient evidence that this press can do excellent work. The cover is attractively embossed, this work also having been done on the same press.



THE topmost rung of fame and fortune in printerdom never will be reached by the printer whose presswork falls short of the highest standard.

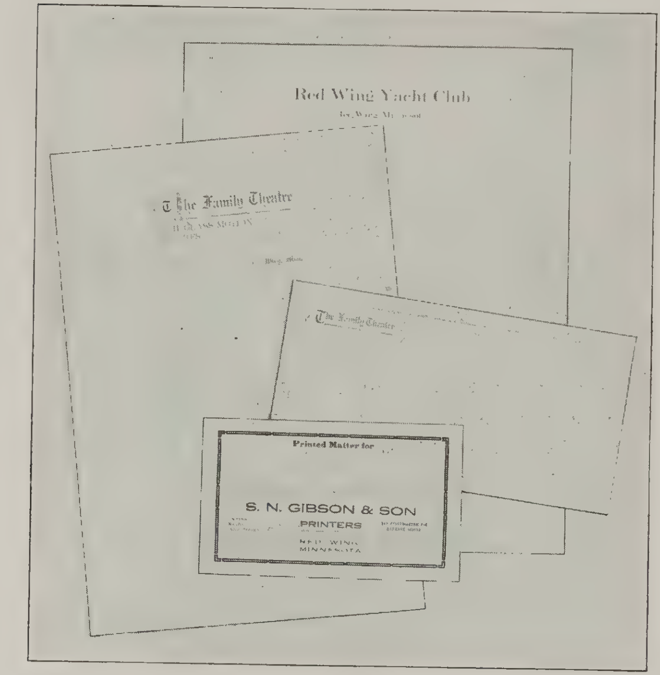
Presswork is the final touch and determines the value of all your other endeavors.

✣ ✣ ✣

A little booklet comes to me from the Department of Journalism, University of Kansas, Lawrence, Kan. It is in two colors, and entitled "A Fable: The Gentle Editor Who Cast His Bread Upon the Waters." It is an interesting little story of eight pages on the relations of the advertising and editorial departments, and closes with this moral: "Honor thy ad and thy advertisers, but remember that the first syllable of newspaper is news."

✣ ✣ ✣

The National Printer-Journalist is well known in Red Wing, Minn., a fact which makes me particularly glad to get a bunch of the better class of printing from that town. This is sent in by Clarence L. Larson, who is with the firm of S. N. Gibson & Son. The work includes quite a variety of different kinds of jobs, on none of which it would be possible to pass any severe criticism. Among those which I like particularly are the letterhead for the Red Wing Yacht Club and the letterhead for the Family Theater. The envelope which goes with the latter letterhead is given much more attention than an envelope usually gets, and I think it is safe to say that it has repaid the extra effort.



Red Wing Yacht Club

The Family Theatre

The Family Theatre

Printed Matter for

S. N. GIBSON & SON

PRINTERS

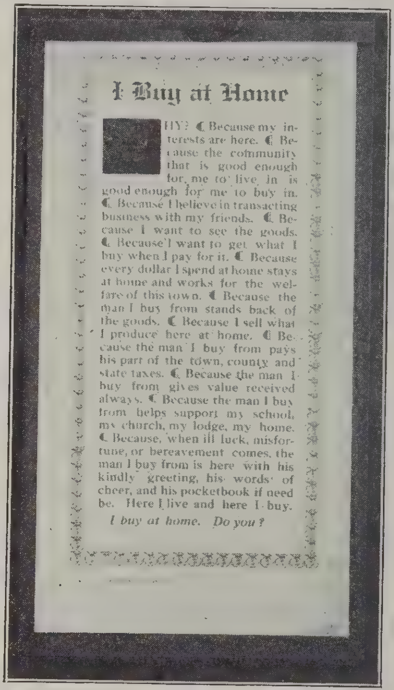
RED WING
MINNESOTA

✣ ✣ ✣

I have a copy of The Scarab, the monthly magazine of the East Technical High School, Cleveland, Ohio, which is a special print-shop number. The drawings for the cover design, the headings, initial letters and cartoons were made by the boys in the print shop. The articles, poems, stories, and editorials were also written by these boys, and in addition, they set the type, read proof, printed, bound and distributed the edition of 1,200 copies. It is carefully set in Caslon old style, with text heads and initials for the larger articles. The copy which I happen to have seems to be a little bit carelessly printed, but possibly this is an unusual copy. I notice that two different shades of ink seem to have been used on the two sides of one of the forms. This is something which should not happen; but this, too, may be only because I got a first copy.

✣ ✣ ✣

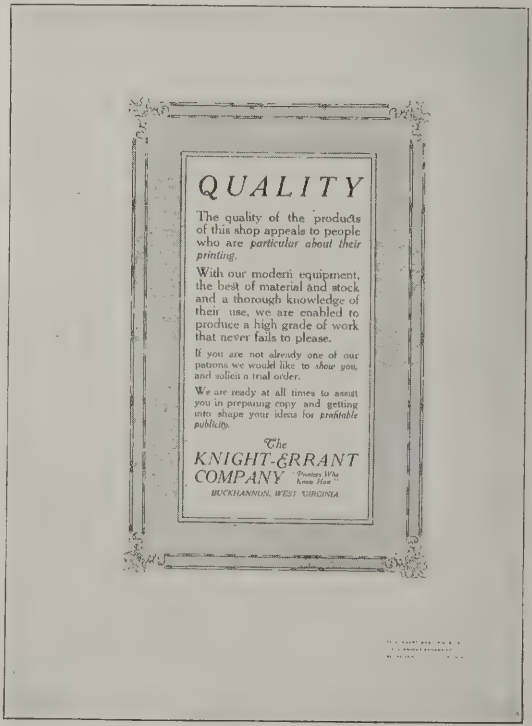
I have from P. H. Lorentz, Buckhannon, W. Va., another bunch of samples which are fully up to his customary standard. I am showing the wall card, both because of its typographical excellence and because some other printers might want to copy the idea to boost their own income. The "quality" story on another piece of work which Mr. Lorentz sends is also worthy of repetition, and is good sales talk for any good printer.



I Buy at Home

HY? ❨ Because my interests are here. ❨ Because the community that is good enough for me to live in is good enough for me to buy in. ❨ Because I believe in transacting business with my friends. ❨ Because I want to see the goods. ❨ Because I want to get what I buy when I pay for it. ❨ Because every dollar I spend at home stays at home and works for the welfare of this town. ❨ Because the man I buy from stands back of the goods. ❨ Because I sell what I produce here at home. ❨ Because the man I buy from pays his part of the town, county and state taxes. ❨ Because the man I buy from gives value received always. ❨ Because the man I buy from helps support my school, my church, my lodge, my home. ❨ Because, when ill luck, misfortune, or bereavement comes, the man I buy from is here with his kindly greeting, his words of cheer, and his pocketbook if need be. Here I live and here I buy.

I buy at home. Do you?



QUALITY

The quality of the products of this shop appeals to people who are *particular about their printing.*

With our modern equipment, the best of material and stock and a thorough knowledge of their use, we are enabled to produce a high grade of work that never fails to please.

If you are not already one of our patrons we would like to *show you,* and solicit a trial order.

We are ready at all times to assist you in preparing copy and getting into shape your ideas for *profitable publicity.*

The
KNIGHT-ERRANT
COMPANY "Printers Who Know How"
BUCKHANNON, WEST VIRGINIA

CHAIRMAN PURCELL SUBMITS PLAN FOR ORGANIZATION OF FOREIGN ADVERTISING BUREAU

Mr. Purcell, chairman of the committee appointed at the meeting of the National Editorial Association at Colorado Springs to formulate a plan for the organization of a foreign advertising bureau within the National Association, submits the following:

It is a well-known fact that three-fourths of the population of this country live on farms and in small cities and villages, and that this population not only produces three-fourths of the wealth, but buys three-fourths of the manufactured goods of the country. It, therefore, is evident that the great concerns which depend on publicity to sell their goods and collectively spend many millions of dollars each year in advertising in the magazines and the great dailies, may well consider the advertising merit of the local papers as the only medium through which they can effectually cover the rural or local field. When we take into consideration the further fact that the local newspapers of this country secure only a small fraction of this vast amount spent by the great advertisers, it is also evident that steps should be taken to divert a proper share of this business to its rightful channel.

The great publications are thoroughly organized. The best men that money can procure are their advertising agents, and their efforts have been richly rewarded by corralling a very great per cent of the advertising of the nation. It is only of recent date that the great advertisers are commencing to realize that to effectively reach this great majority of the buying public they must advertise in the local papers. With this sentiment fast crystalizing, it is high time that the country weeklies and smaller dailies form an effective advertising bureau. Such an organization must be thorough and far reaching. A salaried head of this organization with wide experience and great ability must be secured. In my opinion, he must not only secure a nation-wide membership of progressive country publishers, but he must also co-operate with state press organizations, with associated advertising clubs and similar organizations. He must plan and carry out the organization of state advertising bureaus and when found expedient carry the organization to the district or local club. He must work with national advertisers and he must co-operate with the great advertising agencies. In short, the organization must be thorough and along broad lines, for it is only through such a bureau that it will be possible to accomplish great things. There is one great point that must be kept foremost in such an organization as is proposed, and that is to make it more expeditious for the great advertisers to use the columns of the smaller papers. Under present conditions it is much easier to carry space in a few great publications than in a great number of smaller ones. This organization must be so complete that it will be easy and practical to have any specific line of advertising cover any specific field, be it nation wide, state wide or local.

The interests of the country publisher and the country merchant are identical. It would be possible, under proper organization, for the publishers of country weeklies to enlist merchants of their respective towns in a united demand, asking that the manufacturers of such goods and wares as are sold by them be advertised in their local papers. Were this thoroughly done and handled to advantage by a powerful organization of live newspapers of this country, there would be little trouble in securing the recognition that our publications merit as advertising mediums.

Almost every industry is now organized along similar lines, then why should not the local newspapers of this country have a strong advertising organization? It is the purpose of this committee to formulate a plan for an advertising bureau within the National Editorial Association that will be the medium through which it will be possible for local publishers to secure a vastly increased volume of foreign advertising and to make it possible for the great national advertisers to get the best service in the most expeditious way. It is my intention as chairman of this committee to conduct a searching investigation as to the feasibility of such an organization, and with the assistance of the other members of this committee, to submit our findings and our recommendations at the next meeting of the National Editorial Association.

* * *

CHAIRMAN E. R. PURCELL, FOREIGN ADVERTISING BUREAU, NATIONAL EDITORIAL ASSOCIATION

E. R. Purcell, publisher of the Custer County Chief, was born at Springfield, Ill., in 1866. He was educated in the public schools and in Doane College, at Crete, Neb., and learned the printers' trade in the offices of that city. In 1892 he and his brother, W. G. Purcell, established the Custer County Chief at Broken Bow, Neb., and he has been connected with that paper continuously for twenty-one years. Six years ago he purchased his brother's interest in the plant and has been the sole owner since that time. The Chief is one of Nebraska's best country weeklies. Mr. Purcell has for many years been an active worker in the Nebraska Press Association, and is widely known over Nebraska by reason of being before the public in many capacities during the past fifteen or twenty years. He has spent much of the past summer in New Orleans, La., as administrator of an estate comprising several hundred acres of land in the city of New Orleans, and much other real and personal property. He is married and has four children.

* * *

NEW MEMBERS NATIONAL COUNCIL

The following are the newly chosen members of the National Council of the National Editorial Association:

Texas Press Association; Lee J. Rountree, Georgetown, Texas, **Commercial.**

Houston Press Club; Judd Mortimer Lewis, Houston, Texas, **Post.**

Southwest Texas Press Association; F. M. Getzendener, Uvalde, Texas, **Leader-News.**

Northeast Texas Press Association; H. P. Nelson, Greenville, Texas, **Banner.**

Central West Texas Press Association; Homer D. Wade, Stamford, Texas, **News.**

Northwest Texas Press Association; W. A. Johanson, Memphis, Texas, **Herald.**

Dallas, Texas, Press Club; H. W. Blakeslee, Associated Press, Dallas, Texas.

Michigan

Michigan Press Association; Homer Harwood, Watchman, Warren.

Wolverine Press Association; L. C. Cramton, Clarion, Lapeer.

Northeastern Press Association. O. Palmer, Avalanch, Grayling.

Republican Editorial Association; A. B. Bragdon, Jr., Record-Commercial, Monroe.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES
RAVENSWOOD STATION, CHICAGO, ILLINOIS
Entered at the Chicago Postoffice as Second-class Matter
BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate
WM. E. HERBERT - Supt. of Mechanical Department
Official Paper of the National Editorial Association
Member Ben Franklin Club of America, Chicago Trade Press Association, Illinois Press Association, Order of Pica, New York State Press Association.
ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION
SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.
CHICAGO, OCTOBER, 1913

One of the pleasant incidents of the opening of the Toledo Printers' Convention was the presentation to President Thomssen of a gavel made out of one of the original timbers of Commodore Perry's flagship, Niagara, reclaimed from the waters of Lake Erie after a hundred years. Religion, which means duty and service to God and man, and patriotism that means love for and devotion to organized society for the protection and conservation of each and all, were thus properly recognized at the very beginning.

* * *

Price-cutting is not an effective means of securing desirable customers or building up a permanent business. High grade work was never more in demand than today, and successful, honest business men, are ever willing to pay full, proper cost with reasonable profit added thereto. Cheap work is not wanted, and all well informed business men know that good work can not be long secured at prices unprofitable to the producer. That it has ever been possible to secure desirable work below cost has been on account of the ignorance of cost on the part of the producers.

* * *

Charles P. Carl of Cleveland, Ohio, proved a faithful treasurer of the Ohio Printers' Federation, and was advanced to the presidency at the convention in Toledo on September 3. Being faithful to his trust and earnest in his work, he was rightfully made the head over all. Cleveland made a splendid showing at the convention and deserved high honors. The city had a very large delegation, and among the delegates claimed the oldest printer, J. C. Forman, of the Forman-Basset Co., 83 years old. Who will say that printing is not a healthful occupation?

Salesmanship and advertising today must be based on an understanding of what will produce the best results for the buyer of printing or of advertising, and definite, broad knowledge of the requirements of business as well as of the highest perfection and possibilities of the art of printing, and the most harmonious, winning, attractive, effective composition and display in advertising. A customer often understands very little as to requirements, but will, nevertheless, readily decide when the right kind of printing or advertising is presented, that such is just what he wants. The kind that will effectively win customers will win the buyer of printing, as a customer for printer or advertising man.

* * *

The Right Reverend Bishop of Toledo, in prefacing his invocation at the opening of the printers' convention, spoke of the recognition of the Divine Providence through the history of this Republic and in all great and worthy undertakings of the people, and enforced its propriety and necessity in the undertakings of printers, who possess such power and opportunities for signal and useful service.

He might have added that it was on the suggestion and motion of the first great printer, philosopher, philanthropist and statesman, Benjamin Franklin, that provision was made for opening the National Congress with prayer, thereby recognizing the direct, overruling power and providence of God in the affairs of the nation to whom the representatives of a free people should look for guidance.

* * *

Quality service is the most profitable service. The service rendered to business and to mankind in the last century by master printers and publishers has been vastly more valuable and profitable than the service rendered by the members of any other calling. Why, then, should not the honor given them and the remuneration paid to them be greater? Simply because they have been willing servitors, prizing service above reward, or else because they have not understood their value and have slighted their work. The benefactor who works from the high sense of duty, and the pleasure of doing good or conferring benefits on his fellow men, is to be prized above the mere money getters, yet we are taught by the highest authority on morals and religion that the laborer is worthy of his reward or his hire.

* * *

Instruction in better business methods, in cost finding and efficiency, has become the keynote of organizations of printers, and should be adopted as the keynote of efforts for improvement by all associations of editors and publishers. There is little trouble to be found as to competition among men entirely great in their callings, well informed as to methods and values and well inclined toward their fellow men.

To help others to higher standards is not only ennobling, but is the most effective means of helping one's own self and attaining the greater, more worthy, more satisfying and more enduring success. Ignorant, selfish warfare in business is what General Sherman designated all war, or, at least, a near approach thereto. Helpfulness one to the other is bringing Heaven to Earth.

✣ ✣ ✣

All publishers should read the "Declaration of Principles" adopted at the convention of the Federation of Trade Press Associations in New York on September 19, and published elsewhere in these pages. The trade press has no monopoly on these principles and every declaration made will be found of direct value to every newspaper publisher.

Every newspaper, as we have had occasion so frequently to remark, should be the promoter of every home industry and worthy institution and of local business, in addition to the giving the news of the day, so that for its home community, the local newspaper performs what the trade or technical journal performs for the special calling or trade which it represents.

Service, truth, frankness, quality, co-operation, interchange of facts and opinions, and the keeping editorial columns independent, unbiased and unafraid, as well as cleanliness, honesty and integrity as to advertising, accentuated in this "Declaration of Principles" are things essential to the influence and permanent success of every newspaper, wherever published.

✣ ✣ ✣

The Printers' Cost Congress and Exposition at Toledo was opened with the booming of cannon and an address by the Governor of the great State of Ohio, and, better still, the Governor is a printer himself. Surely the printers are coming into their own. He showed that he was a printer up-to-date by extolling the cost-finding system and, from his broader view, declared that the working out of a system of costs is not only in the printers' line of work but of all other lines as well, and that, through this system $500,000 would be saved to the State of Ohio.

It will be a glorious time for our cities, states and the nation when all public supplies, work or service are figured down to the basis of actual cost with only a just and reasonable profit added.

The Secretary of the Navy has already declared that he will demand a showing of cost as a basis of prices to be paid for armored steel for war vessels. Facts, recently developed, show that such a rule, if enforced, would save the government tens of millions of dollars annually, but, then, that is only one part of government expenditures. Actual cost is the only honest basis of business, and contractors, dealing with public officials, should be compelled to be honest, and then it will follow, as day the night, that it will be possible to keep public officials honest and to indoctrinate politics with the wholesome idea that honest service, rendering full value, is the one great and first demand for all preferment and that therein all the honor lies.

✣ ✣ ✣

President Thomssen, of Ohio, referred in his recent address, to which reference has been made, to the facts, so often mentioned in these pages, as to the impossibility under existing conditions, of educating printers by the old apprenticeship system, or any so far known modification of the old system.

He rightly advocated vocational training in the schools, and as we have frequently asked and urged, why not?

Free public schools are established and supported in order to make good, intelligent citizens, and what is more important, to good citizenship than is the ability to earn self-support and to contribute to the increase of the means for the support of needed government, public improvements, education and all that makes for the general prosperity?

The citizen may be ever so much learned in book knowledge, but if he does not know how to make himself useful in some worthy occupation and to earn a living for himself and those dependent upon him, he becomes a curse to himself, a burden to the community; besides, the training the hands to skillful and inspiring accomplishment is nature's plan in connection with the highest training of the mind and soul.

Great progress has been made along these lines, but the subject is ever a live one, and there remains very much more to be done. In the early days of this Republic, when every boy and girl had work at home, everything was different. Great men, then, as later, came from the farms and the shops, where they had worked side by side with their fathers, and had learned from the time that they could walk or talk, that life had an object, and that there was useful, helpful work for everyone.

Duty and worthy accomplishment were the first lessons for the youth, and they were made noble men and women in the learning of these lessons.

✣ ✣ ✣

One of the greatest conventions of this year was held in Hotel Waldorf, New York City, September 18-20. Five hundred and twenty-five were enrolled the first day. There were no excursions, amusements or side attractions. It was simply a gathering of earnest, representative, able men, determined upon the improvement of themselves and each other in their calling and the fitting themselves to become more useful to the people and the members of the trades and callings which they seek to serve.

It was the eighth annual convention of Trade Press Associations in the United States. The room where the meetings were held was filled to overflowing at every session. Addresses were limited to ten minutes each, and every man was on duty. There were sixty speakers, and the interest was such that an extra meeting — not provided for on the program — was held the first evening.

Editors and publishers of trade papers realize that all success must come from intelligent, helpful service. To promote commerce and the industries and to aid all the workers to better accomplishment is necessary to the continuance and profitableness of their publications.

It will be a grand thing when all newspaper men realize that the intelligent promotion of all the interests, worthy institutions and enterprises of their communities and of their advertisers, is not only their duty and highest privilege, but the only worthy and assured way to permanent and large success.

There is nothing like the ideals of useful service to make men earnest, anxious for improvement and zealous in their callings and all that pertains thereto.

The success of this convention carries an important lesson to the officers, managers and members of all other organizations for mutual improvement. Zeal was put into the preparation of the program; work was begun early, and then, that which publishers extol for others, but too frequently neglect for themselves, intelligent, well gotten up advertising was used with the greatest liberality and persistency. Editorial and printers' organizations must advertise or they must perish.

✢ ✢ ✢

One of the interesting, active, earnest and consequently successful and honored newspaper publishers of Minnesota is J. C. Morrison, of the Morris, Minn., Tribune. He does not live in a large city, nor does he publish a great big metropolitan daily — only a home weekly — but he has made a success and his fame has spread throughout all newspaperdom, and he is accomplishing much good for his calling.

He has been an ardent supporter of the cost system for two years and has reaped big results, and is now telling the glad story, and the how, for the benefit of his fellow publishers throughout the country.

In a missionary tour for the salvation of brother editors, he made one of the best addresses at the cost school in connection with the cost congress in Toledo. Whether his system is entirely scientific or not — some of the cost experts disagree with him in this regard — he gets there with results just the same.

He illustrated his address on this occasion with stereopticon slides and said, among other good things, speaking first of mechanical production:

> A newspaper is simply a piece of job work on which a certain amount of chargeable office time is expended. It, therefore, follows that the cost of producing a country newspaper is the same as the cost of producing any similar job requiring the same amount of stock, composition, press work and bindery work, plus a certain amount of direct charges like plates, electros, news gathering, editing and postage.
>
> Composition costs the same per hour as it would on a booklet, cylinder press work costs the same as it would on a poster, and mailing costs the same as would any other bindery work. The time spent in preparing copy and editing copy is simply chargeable office time the same as it is on any other job the copy for which must be revised or edited before it is sent to the composing room.
>
> Lest I offended some who love to regard the newspaper as a great molder of public opinion, which shapes the destiny of the community, the state and the nation, let me say that I yield to no one in the ideal which I hold of the place of the newspaper among uplifting influences and the place of the newspaper man among community leaders, but we are met today not as a company of journalists, but as a company of manufacturers.

He then went into the consideration of the methods of ascertaining and establishing advertising rates. He opposed the system of a flat rate for advertising, and showed wherein it was wrong and unscientific.

✢ ✢ ✢

One of the pleasant events of the convention of the Federation of Trade Press Associations in New York, was a visit to and a luncheon at the Thirty-ninth Street building, New York. This building is occupied by the McGraw Publishing Company, and the David Williams Company, the Dry Goods Economist, Class Journal Company, and the Federal Printing Company.

It was highly appropriate that the editors and publishers of trade journals should visit this immense building so largely occupied by the makers of craft and commercial papers, and that was designed and projected by James H. McGraw, that the great publications of the McGraw Publishing Company might have a suitable home.

Lessons were learned as to the advantage of abundance of room, proper lighting, systematic arrangement and orderliness with cleanliness. There was also encouragement and inspiration in witnessing the greatness that has been attained and the satisfactory accomplishment shown on every hand.

Among the journals published in the building are the Electric Railway Journal, Electric World, Engineering Journal, The Iron Age, The Hardware Age, The Dry Goods Economist, and others. Right here, as we believe for the great interest and profit of our readers, we cannot refrain from reprinting the following analysis of the policies, given in a handsome pamphlet handed each visitor, that have resulted in the phenomenal success of the Economist, for they include many excellent principles applicable to all newspapers, as well as to trade, craft or technical journals:

1. Every plank in the editorial platform made in the interest of the reader. No puffs, nor other form of disguised influence.

Work for the Reader

2. Fighting for everything that will maintain for the reader a growing business and a fair profit. Supplying information that is hard to get — deciding vital questions that minimize errors in judgment of employes.

3. Seeking only logical subscribers — interested readers, desirable customers for advertisers.

4. Continuous follow-up to insure maximum attention from readers.

5. Service to readers outside of publication proper: — Merchandise inquiries — Store plans — Problems of accounting, etc.

Merchandising in Advertising

6. Advertising organization recruited from active trade work. Solicitors and service men capable of building business by perfecting the manufacturing and selling policies of advertisers, writing trade paper advertising, trade and consumer literature, etc.

7. Mechanical excellence, attractive appearance, ease of reading, etc.

Internal Organization

8. Conservative methods in conduct of our own business affairs. Complete accounting, careful credits and collections. Strict regulations, maintenance of rates.

Self-supporting Subsidiaries

The following are Economist supplementary departments:

Special Service — Advertising plans.
Fashion Camera (sixth floor) — Photographs.
Economy Service Company — Retail advertising.
Economist Training School (sixth floor) — Teaching decorating, advertising, etc.

The visit was made more fitting from the fact that it was on the sixth anniversary of the occupancy of the building, an important event in the history of the McGraw publications.

It might be well to note here that the printing and newspaper center is rapidly changing in New York, printing offices and newspapers and the representatives of printing press manufacturers and supply men generally, are moving up Manhattan Island.

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The benevolent and educational work of the International Typographical Union should receive, as deserved, highest praise. The benevolent work is evidenced by the one million dollar Union Printers' Home at Colorado Springs, as a refuge for the sick and aged, and by the payment of five dollars a week pension to those unable longer to earn a living at the trade, and death benefits ranging from $75 to $400.

The charge upon each member is small, and the results show how great a work can be accomplished through systematic co-operation. There is an indirect good in these benevolences to every member contributing thereto, in the way of ennobling of character, humanizing and uplifting. The givers, in a broad sense, are more blessed than those who receive these benefactions.

The educational work through the I. T. U. course in printing, given both at the school in Chicago and through correspondence, deserves highest commendation, started in March, 1908, and the course has enrolled more than 4,300 students in the five years. The institution has proved entirely practical, thorough and beneficial.

It is built on the basis of principles, and everything as to the art is made clear, leading up by easy steps from the primary and simple to the highest and most complex, and there is no limitation as to students. The course is open to the whole world, to union and non-union printers, to the young and the old. Printers sixty years of age who have taken the course have been as enthusiastic in praise of its benefits as have been those who are beginners in the art or those from twenty-one to thirty years of age.

Lessons are given and answers and work done under the instructions sent out. The answers and specimens of work are returned to the Commission at 632 South Sherman Street, Chicago, Ill. The student is then informed as to the correctness or incorrectness of his answers, the perfection of his work, all errors are carefully pointed out and criticism and suggestions are made by a practical printer.

We are indebted for most of the facts given as to the course to a pamphlet received from Mr. W. B. Prescott, secretary of the Commission, entitled "A Turn in the Road from Nowhere." It is in itself a most attractive specimen of artistic printing. It tells graphically and truthfully of the experiences of an apprentice, or rather just a boy — for there are, strictly speaking, no printer-apprentices now — trying to pick up the trade in a printing office, with no one to instruct, and then of the joy that he experienced when fully informed of the course in printing by the International Typographical Union, and then of subsequent instructions, helps in trouble and the pleasure that he received therefrom, as well as of the difficulties that he first encountered. By the victories he won and the reputation he gained he soon found what he had acquired as to knowledge of and ability to display work.

Each student seems to find his bent, and some are especially strong in praise of the instruction in color work. We did not intend to write so much, but must add that to our way of thinking, this course in printing has been most beneficial in impressing upon so many that printing is not alone a trade, but an art, founded on scientific principles.

There has been another line of education that has found place in the International Typographical Union of late years that deserves special mention and still greater commendation. It is an education in fairness, in concord and agreement with their brothers, their fellow men and fellow workers in the craft who carry heavy responsibilities and weighty burdens — the employers. As a result of this education, mutual understanding and consideration have taken the place of suspicion, enmity and jealousy, and arbitration has come to take the place of arbitrary demands and strikes.

A long period or era of industrial peace, alike beneficial to the employes, the employers and the public, has prevailed throughout nearly all printerdom. To ask and give a reason, with justice, kindness and consideration, has been found much more winning than the making a demand in selfish interest, without considering the other fellow, backed by a threat.

* * *

CONSIDERATIONS AS TO THE LATE W. W. SCREWS

Since men must live, work and die, nothing can be more blessed, from our way of thinking, than the being permitted to continue in the employment which one loves, with health and vigor, mental and physical powers all preserved and the heart full of joyousness, until the very last. Sudden death is a shock to relatives and friends, and we are taught to pray to be delivered therefrom, but when the last messenger comes with fleetness of wing to one full of years, who has had a successful life, has fought the good fight and finished the course, there is a recompense in the thought that there were no long years of weakness, or days or weeks of suffering. For one who so dies, after the shock has passed, remains only memories of the strong, happy, living and accomplishment; words of good cheer, of love, helpfulness, hopefulness and friendship.

We were shocked at the announcement, given in our September issue, of the sudden death of Major W. W. Screws of the Montgomery, Ala., Advertiser, but our thought now is of that last happy day, filled with the work he loved, in all the vigor of active life; the kindly association with his people and his "good-bye, boys," at the close of his working day, and his happy hour of pleasant chat with his family.

Major Screws was one of earth's noblemen, and a worthy pattern for every worker in the field of newspaper making. We are glad of his example and that we were privileged to have known him and to have told in these pages and in the "First Decennium of the National Editorial Association," of his life and accomplishments, while he was still with us. The reviews of the special holiday issues of the Daily Advertiser that we have been permitted to lay before our readers from year to year, have contained very much that has been both inspiring and instructive. We were, through these splendid special annuals, permitted, in a very close way, as it were, a place in the inner circle of the happy, united family of the Advertiser people, joined together in mutual zeal and interest for the good of the paper and in real love for its head, the genial, considerate, kindly editor-in-chief.

The address delivered before the convention of the National Editorial Association at Guthrie, Okla., in 1905, by President W. W. Screws, was a masterly presentation of the responsibilities, questions and principles involved in newspaper making. It should now be carefully reread and studied by all members of the association that he so greatly loved, highly honored and faithfully served. In speaking of the newspaper as a moral force he said: "It is as a moral force that the thoroughly honest newspaper and its utterances are most powerful and in a measure a necessary part of our lives." And again, under the sub-topics, "Governed by Convictions"; "Transactions that cannot stand the rigid test of honesty and correct dealing." He advised that, though the experiment was new and untried, the press should give hearty endorsement to a school of journalism. He spoke in highest terms of the National Editorial Association, "alive, active, with clear, resonant voice, reaching to the utmost limits of the great country," and prophesied that "in the not distant future every state in the Union will answer 'here' at the annual roll call."

He has gone from us, crowned with the honors of a useful life, and may we do him honor by striving to make his prophecy true and thereby extend his influence through the years that are to come.

* * *

U. T. A. CONVENTION IN NEW YORK IN 1914?

It has been a long time since the United Typothetae of America has held its annual convention in New York City, but a sentiment has developed which may result in a concerted movement to hold the U. T. A. convention in New York next year.

At the meeting of the New York Typothetae on September 9 this matter was brought up and discussed thoroughly. The delegates to the convention were appointed at this time, and were instructed to boost for New York in 1914.

Harry A. Cochrane, president of the National Printing, Publishing, Advertising, Lithographing, Paper and Allied Trades' Exposition, was present at this meeting, and was given the floor. Mr. Cochrane made a plea that the 1914 U. T. A. convention be held in New York next April. During the week of the printing show the American Newspaper Publishers' Association and the Associated Press will convene. The National Association of Employing Lithographers will probably meet in New York at this time.

The objection was stated that if the 1914 convention of the U. T. A. were held in April, the officers elected at the 1913 convention would then have only served six months, but Mr. Cochrane suggested that it could easily be arranged that the election in April would not go into effect until the following October.

The Value of an Exposition

A Suggestion that Manufacturers Organize for Holding the Same

A GOOD deal of discussion has followed the latest exposition among both exhibitors and printers as to the value of such an institution. It seems that it is difficult to conduct a convention and an exposition at the same time and be fair to both the exhibitors and the program of lectures and addresses.

It is suggested that this might be arranged by dividing the time differently and putting exhibitors on the program. Forty-five years ago, at an agricultural fair in Minnesota, I advocated a plan that I have ever since believed might be made greatly useful. The plan was that every exhibit should be labeled with cards, giving all instructive facts as to the product shown. Then, after viewing the exhibits, all to meet in convention with the instructive facts or claims presented for a free and open discussion, criticisms, suggestions and consideration.

The different lines of exhibits could be taken up in order. This would awaken deep and intelligent interest. Questions could be asked and answered, for the benefit of all at the same time. Many hours would be saved in this way, but no other interest, frolic, excursion or banquet should intervene until all the exhibits are examined and publicly discussed. The forenoons could be for examination of the exhibits, the afternoons, from two to five, to the discussion of exhibits, and then the evening to re-examination of the exhibits that had been discussed in the afternoon.

Under the plan that has been followed heretofore, the printers do not get the information that they should receive, for one reason, because they have not been interested thoroughly and understandingly, and have merely looked at the machines, in ignorance of all that was meant in construction or in possibilities of production.

The exhibitors have not been satisfied because their machines have not received the attention and consideration that they should or that would repay the large expenditures required in making the exhibits. When an exhibitor expends all the way from three hundred dollars to three thousand dollars or more to show his machines or exhibits for the information of those who will be profited by their use, he naturally expects the attention and consideration of those who are to be benefited.

President Thomssen made some very sound suggestions in his opening address that seem, already, to be forgotten. He said, among other things:

> **Million Dollar Exhibit**
>
> We, again this year, have in connection with our state convention, an exhibit of printing machinery, and such an one as has never before been equalled in the history of the craft. There have been gathered under this roof the very latest and the very best in the machinery and equipment line — a Million Dollar Printers' Exposition. Cincinnati had a similar exhibit; Columbus exhibited a few machines. It is but natural that one city will try to surpass the other, and truly to Toledo belongs the laurel wreath for bringing together and making possible this grand exhibit.
>
> This million dollar exhibition has well been named the Central States Exhibition — it is too large for Ohio, or the thriving city on the Maumee, to take all the credit unto itself.
>
> Having had an active part in the Cincinnati exhibit, and having been interested officially in the Toledo exhibit, the question occurs to me: "Does it pay the cities to undertake these large exhibits of printing machinery?" Were it not for the self-sacrificing interest of public-spirited men and the local pride borne in the breast of every man, these exhibits would be financial failures. Money cannot pay for the services gratuitously rendered by both men and women in every station of life.
>
> We cannot dispense with these expositions. We must have them in the future — if not annually, at least every two years. These exhibits attract printers from far and near. They want to see the newest and best — the latest improvements in machinery. At an expenditure of but very little money, the employing printer has an opportunity to examine carefully into such machinery as may be required for the better conduct of his business, and he not only has an opportunity to examine into this proposed equipment, but also to get the advice of men who have operated these machines in their own plants.
>
> **Get Together!**
>
> "The Central States Million Dollar Printers' Exposition!" Is there not something in a name? Does not the very title given this grand aggregation of machinery mean something to us? Is it not possible to form an organization of manufacturers and supply men that will make an exposition of machinery similar to this every year or every two years in one of the larger cities in the Central States of the Union?
>
> Held in Toledo this year, another might be held in St. Louis the next year. Then other cities like Cleveland, Chicago, Indianapolis, Louisville, Pittsburgh, Cincinnati, etc., might be considered. Thus every few years every section of the Central States would be reached. These exhibits should be made profitable both to the exhibitor and the printer.

Yet, in face of these excellent points made by President Thomssen and of the great outlay made by exhibitors, running in the aggregate into hundreds of thousands of dollars, the men who asked for these exhibits, provided the building and charged the exhibitors for space in order to pay for all the expenses and supposedly an added profit, passed the following resolutions, signed by the officers who urged and fostered, in every possible way, the making of the exhibits and charged the exhibitors for the privilege:

> Resolved, That in the judgment of the representatives here assembled, the best interests of all concerned will be more fully subserved by the separation of cost congresses and similar gatherings of printers or publishers from all displays of machinery, tools and supplies, and we respectfully request that at such gatherings the manufacturers of printing machinery, tools and supplies refrain

from having representation for the purpose of entertainment or for sale of their goods.

Now, the exposition was liberally managed, and no one wishes to criticise the management in this regard, but the resolution gives scant consideration to the fact that as a rule, the exhibitors were out every dollar that they paid for space and very few got sufficient returns to pay the cost of the installation and removal of the exhibits, to say nothing of paying for the attendants thereon.

On the two days when the attendance naturally should have been the largest of all, those who had asked for the exhibits, in neglect of the means for their information that had been provided at so great cost, went with their printer guests on excursions that could well have been shortened as to one and postponed to Saturday as to the other.

I do not, at all, find fault with the intentions of the honorable gentlemen who had charge of the Exposition and Cost Congress; the most of them are known to everybody as high minded men who had in view, through the program arranged, the securing of a large attendance and the pleasing and benefiting of those who should attend. They did a great amount of work without pay, and are to be honored for their high motives, zeal and self-sacrifice. The good people of Toledo, the enterprising business men of both city and state who gave liberally of their money and time to promote a worthy enterprise and to advance the interests of the calling as well as the city and state, are worthy of all praise, but they and their printer guests, in order to give and secure pleasure, forgot the main object in view, and in thoughtless zeal did scant courtesy to the splendid program prepared and to those who appeared thereon, to the exhibits, and to the exhibitors who had expended their money, given of their time in a most liberal manner.

It was a splendid exposition and all that President Thomssen claimed, though not over two hundred were present to hear his address. What I am aiming to establish is that there was nothing wanting in the exposition or in the program nor in their combination, but there was much lacking in the attention paid by visitors to both and in arrangement that tended to distract attention from the main and beneficial objects had in view.

These were not offenders above others. The same troubles have been experienced through recent years by most gatherings in conventions of editors, publishers and printers, until it has come to a point where those who are on amusement and pleasure bent are much more in evidence than those who seek information and the improvement of themselves and their calling, and the very best among officers and workers yield to the pleasure-seekers, in order to promote attendance, and it is very doubtful whether separate exhibitions or separate cost congresses or conventions will be ever made as successful as has proved the combination of both.

The lesson to be learned is to so arrange the combination as to secure the worthy ends had in view.

B. B. HERBERT.

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DECLARATION OF PRINCIPLES BY THE BUSINESS PRESS OF AMERICA

The Federation of Trade Press Associations in the United States in eighth annual convention assembled at the Hotel Astor, New York, September 19, 1913, made the following declaration of principles:

1. We believe the basic principle on which every trade paper should build is SERVICE — service to readers and service to advertisers, in a way to promote the welfare of the general public.
2. We believe in TRUTH as applied to the editorial, news and advertising columns.
3. We believe in the utmost frankness regarding circulation.
4. We believe the highest efficiency of the Business Press of America can be secured through CIRCULATIONS OF QUALITY rather than of Quantity — that character, and not mere numbers, should be the criterion by which the value of a publication should be judged.
5. We believe in CO-OPERATION with all those movements in the advertising, printing, publishing and merchandising fields which make for business and social betterment.
6. We believe that the best interests of manufacturers, the Business Press and consumers can be advanced through a greater interchange of facts regarding merchandise and merchandising and to this end invite co-operation by manufacturers and consumers.
7. We believe that the logical medium to carry the message of the manufacturer directly to the distributor and the user is the Business Press.
8. We believe that while many advertising campaigns may profitably employ newspapers, magazines, outdoor display, etc., no well rounded campaign seeking to interest the consumer or user is complete without the Business Press.
9. We believe in co-operating with all interests which are engaged in creative advertising work.
10. We believe that business papers can best serve their trades, industries or professions by being leaders of thought; by keeping their editorial columns independent of the counting room, unbiased and unafraid; by keeping their news columns free from paid reading notices and puffery of all kinds; by refusing to print any advertisement which is misleading or which does not measure up to the highest standards of business integrity.

* * *

The Goss Printing Press Company of Chicago has attempted to cater to the moving picture craze by publishing a little booklet of progressive views of a printing machine in operation, so that by running these over rapidly one gets a good idea of the machine in motion. This particular machine is the Goss Comet, which prints from roll paper and type forms. It will print four, six or eight pages of a six or seven column newspaper.

TEXAS WANTS NATIONAL CONVENTION

Texas wants the next convention of the National Editorial Association. The following tentative program of entertainment is offered by the Chamber of Commerce of Houston:

What We'll Do for the N. E. A.

First, we will give the delegates the whole of Houston as a front yard to play in.

We will provide a launch trip over the Houston ship channel to the historic San Jacinto battlefield, and a luncheon after arrival.

Will give them an automobile ride over the city, and they will be entertained at the Country Club.

A one-day trip to Galveston at our expense, entertainment to consist of an oyster roast, etc. The great sea wall.

A reception and banquet with dancing will be tendered as a compliment to lady delegates.

One evening will be devoted to a theater party as guests of the Chamber of Commerce.

A trip by rail to Sugarland, twenty-five miles distant, and a barbecue dinner. Delegates will have an opportunity to inspect the largest sugar refinery in the south.

The circle tour will take in the cities of San Antonio, the Alamo, and Mexican missions, Austin, Waco, Fort Worth, and Dallas. Elaborate entertainment will be provided by the commercial organizations of each city visited, as per correspondence on file.

Delegates may be assured of an enjoyable visit and will receive every courtesy and attention during their stay in Texas.

Special hotel arrangements will be provided.

CHAMBER OF COMMERCE,
Houston, Texas.

Mr. Lee J. Rountree, executive committeeman, and editor of the "Commercial" of Georgetown, Texas, writes:

"We are very anxious to have the next meeting in Houston, and have a splendid program which will be enlarged upon from time to time. The entertainments at Dallas, San Antonio, Austin and Galveston will be the greatest ever offered in the history of our association."

* * *

MEETING OF ROCK RIVER VALLEY BEN FRANKLIN CLUB AT WATERTOWN, WIS.

After a two days' session of the executive board of the Ben Franklin Club of the State of Wisconsin, that body went as a whole to the Rock River Ben Franklin Club meeting, held in the Watertown, Wis., high school laboratory, Saturday, September 13.

This active and wide awake club has for some time been holding meetings in different southern counties of that state, and with very great success and benefit to the trade.

On this particular occasion Ed. E. Sheasgreen, manager of the Cost Finding Service Company, of Chicago, gave his lecture on "The Use of Capital and its Relation to Your Business." After this lecture he gave a demonstration of the printers' cost system.

The meeting was called at 2 p. m., and adjourned at 5:15, to attend a dinner which the committee served for the visiting and local men. The general comment was that this had been the most successful and intensely interesting meeting ever held. Over fifty were present, several manufacturers of Watertown who are not printers, but buyers of printing, attending. Many said they wished the meeting could have been continued for eight hours.

Mr. Sheasgreen was invited to give one of his lectures in Fort Atkinson, with a view of interesting the citizens there to put the cost system in the manual training department of the public schools. He has also accepted an invitation to be in Madison, Wis., on Saturday, the 20th, to give his stereopticon lecture on "The Profitable Wage."

Thomas Lyons of La Crosse, Wis., president of the Ben Franklin Club of Wisconsin; Martin Rotier, Paul Nahmens, George Owens, Frank Greentree and George Detis, all of Milwaukee; Frank Cantwell, Walter Meyers, and H. C. Netherwood, of Madison, and Cassius L. Coward, of Lode, were among the many out-of-town workers.

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NATIONAL COUNCIL OF N. E. A. MEETING CALLED

Office of the Secretary
Sioux Falls, S. D., September 18, 1913.

To the Members of the Executive Committee and National Council of the National Editorial Association.

Greetings! A meeting of the National Council is hereby called to convene at the Chicago Press Club, in the city of Chicago, on Thursday, October 30, 1913, at ten o'clock a. m.

The object of this meeting is for the purpose of determining the time and place for holding the 1914 convention, and for the consideration of such further business as may come before the meeting that may be of benefit to the National Association.

The official headquarters of the officers and members of this council will be at Hotel Sherman.

The Chicago Press Club, through its management, has extended the "fullest and unrestricted hospitality" of the club during the gathering of this general committee, and while it is not possible at this time to assure you of any special courtesies outside of the club, it is understood that you will have no occasion to regret your attendance.

The prospects for the future are very encouraging at this time, and the success of the next meeting will have a great deal to do with the building up of the Association.

It is hoped that every member will try and make it an object to be present.

The secretary will be glad to hear from you.

Fraternally,
J. C. OSWALD, President.
GEORGE SCHLOSSER, Secretary.

* * *

E. H. TOMLINSON — BIOGRAPHICAL

Mr. E. H. Tomlinson was born on a Pennsylvania farm in 1866. In 1900 he left the farm to take up newspaper work, conditions at home preventing him doing this earlier. After a varied experience in the mechanical end on a number of weeklies, he concluded his apprenticeship for newspaper ownership at Trenton, N. J., where he worked as reporter and city editor on the dailies of that town, until 1900, when he went to Morristown, in the same state, and established a daily. He was attracted there by the fact that it was the only town, of which he could learn, with a population of 12,000, and a county seat, without a daily. He, and Mrs. Tomlinson, whose assistance and counsel proved most helpful, found the fight an up-hill one at first, but the paper was soon paying its way with a small profit, which has increased steadily with growing circulation and advertising patronage, and the prestige that comes from age and ability to keep it a one-daily town, despite numerous attempts to start opposition sheets.

The Record is published in its own building, one of the best located and most substantial structures of the town, and has a complete modern plant of linotypes and perfecting press.

Banquet of the Federation of Trade Press Associations

Hotel Astor, New York, September 19, 1913 — John Clyde Oswald, Toastmaster

Speakers' Table

Herbert Casson, F. F. Cutler, Tom Daly, W. H. Ingersoll, Edwin C. Johnston, William A. Marble, Hon. Charles F. Moore, Edwin M. Morgan, Frank Alvah Parsons, F. D. Porter, Prof. Walter D. Scott, H. M. Swetland, W. H. Ukers, Richard G. Waldo, Dr. Nacy McGee Waters, Dr. Talcott Williams, Hugh M. Wilson, Grant Wright.

Guests' Tables

Aldrich, H. L., International Marine Engineer, New York — Table 18; Allen, Roger W., American Hatter, New York — Table 24; Allison, W. S., Tea and Coffee Journal, New York — Table 4; Andreson, Herbert A., The Blast Furnace and Steel Plant, Cleveland, Ohio — Table 28; Asplet, J. C., Printers Ink, New York — Table 21.

Bain, John, Jr., The Tobacco Leaf, New York — Table 16; Baines, Herbert O., Textile Manufacturers' Journal, New York — Table 31; Baker, E. H., American Newspaper Publishers' Association, Cleveland, Ohio — Table 1; Baker, Henry M., Sinclair & Valentine Co., New York — Table 25; Baltz, Edward G., American Hardware, New York — Table 28; Barnett, Frank B., Class Journal Co., New York — Table 9; Baur, C. S., The Iron Age, New York — Table 20; Bawden, Wm. F., Vocational Education, Peoria, Ill.— Table 25; Beecroft, David, Class Journal Co., New York —Table 6; Bennett, J. B., Metal Worker, New York — Table 29; Berger, H. J., Knit Goods, New York — Table 16; Bernhardt, W. O., Wendt Publishing Co., Buffalo, N. Y.—Table 25; Blake, Henry W., Electric Railway Journal, New York — Table 22; Bolles, A. Eugene, Trade News Pub. Co.— Table 18; Bond, Charles A., The Tobacco Leaf, New York — Table 16; Bowne, H. I., Bonfort's Wine and Spirit Circular, New York — Bosworth, Clarence E., Shoe and Leather Reporter — Table 17; Table 5; Brandt, William, The Iron Age, New York — Table 20; Breed, L. C., National Laundry Journal, New York — Table 25; Britton, Mason, American Machinist, New York — Table 2; Brodek, Charles A., Guest of Official Bulletin National Association Master Steam and Hot Water Fitters — Table 12; Brown, Edwin A., Shoe and Leather Reporter — Table 17; Brown, J. G., Shoe and Leather Reporter — Table 17; Bruce, Frank W., American School Board Journal, Milwaukee, Wis.— Table 17; Buckley, Elton J., Grocery World and General Merchant, Philadelphia, Pa.— Table 10; Bullard, Stanley, Railway Age Gazette, New York — Table 3; Bunting, H. F., Novelty News, Chicago, Ill.— Table (?); Burnam, H. K., Clothier and Furnisher, New York — Table 30.

Caldwell, O. H., Electrical World, New York — Table 29; Carroll, John J., Sinclair & Valentine, New York — Table 25; Chapman, Clowry, Counsel, National Advertising Managers, New York — Table 10; Chapman, H. D., Real Estate Magazine — Table 24; Chidsey, John T., C. J. Root Co., Bristol, Conn.— Table 21; Childs, R. T., Engineering News, New York — Table 23; Clark, Allen W., American Paint and Oil Dealer, St. Louis, Mo.— Table 19; Clark, Charles Allen, American Paint and Oil Dealer, St. Louis, Mo.— Table 19; Clark, Charles S., Grain Dealers' Journal, Chicago, Ill.— Table 4; Clark, F. V., Motor World, New York — Table 18; Cleland, H. E., Hill Publishing Co., New York — Table 23; Clifford, A. E., Engineering Record — Table 7; Cloud, A. D., Railway Age Gazette, New York — Table 14; Conklin, Harry H., 296 Broadway, New York — Table 20; Cook, Aglar, Hardware Age, New York — Table 21; Cooke, H. H., Bonfort's Wine and Spirit Circular, New York — Table 5; Cope, George W., The Iron Age, New York — Table 6; Cornell, Frank E., Montauk Paint Mfg. Co.— Table 30; Corey, E. M., Class Journal Co., New York — Table 9; Cosgrove, P. J., Hardware Age, New York — Table 21; Crane, W. A., Dun's Review, New York — Table 25.

Daniels, Harry C., Novelty News, Chicago — Table 15; Darville, Edward H., Hardware Age, New York — Table 29; Davis, F. R., General Electric Co., Schenectady, N. Y.— Table 7; de Csesznak, Steven, Export American Industries, New York — Table (?); Dee, William V., Railway Age Gazette, New York — Table 3; Dibble, C. W., Hill Publishing Co., New York — Table 23; Dibble, Fred C., Harris Dibble Co., New York — Table 2; Dinsmore, F. S., Railway Age Gazette, New York — Table 19; Donnelly, J. H., Sewing Machine Times, New York — Table 29; Doyle, P. J., Keystone Publishing Co., Philadelphia — Table 31; Dunn, S. O., Railway Age Gazette — Table 14.

Elliott, G. W., McGraw Publishing Co.— Table 7; Emery, J. T., Advertising and Selling, New York — Table 11; Eskridge, J. L., Dalstrom Metallic Door Co., New York — Table 26; Ezekiel, David, Grocery World and General Merchant, Philadelphia, Pa.— Table 27.

Fargher, George A., National Builder, Chicago, Ill.— Table 15; Farmer, Chas. W., Illustrated Milliner, New York — Table 26; Ferguson, A. D., Steam — Table 21; Findley, A. I., The Iron Age, New York — Table 6; Fisher, H. K., American Machinist, New York — Table 23; Ford, W. H., Railway Age Gazette, New York — Table 19; Fox, R. E., The Indicator, Chicago, Ill.— Table 1; Frederick, A. Geo., Advertising and Selling, New York — Table 11; Frost, Walter B., Manufacturers' Jeweler, Providence, R. I.— Table 24.

Gale, W. W., Confectioners' Journal, Philadelphia, Pa.— Table 27; Gauss, F. L. E., Representatives' Club, New York — Table 6; Gillette, L. A., Printers Ink, New York — Table 16; Glenn, G. K., Illustrated Milliner, New York — Table 26; Godvin, John, Keystone Publishing Co., Philadelphia — Table 31; Gombers, Henry B., Official Bulletin Nat. Ass'n Master Steam & Hot Water Fitters — Table 12; Gouge, G. F., Class Journal Co., New York — Table 22; Gray, A. A., Elec. Review & Western Electrician, New York — Table 18; Greene, L. A., Mining and Scientific Press — Table 12; Gregory, W. R., Amer. Hay, Flour & Feed Journal, New York — Table 30; Gress, E. G., Oswald Publishing Co., New York — Table 11; Grove, Clark, Mining & Scientific Press — Table 12; Grover, Ezra S., Shoe & Leather Reporter, Boston — Table 17; Griffiths, Geo. H., Hardware Age, New York — Table 21; Griner, A. A., Dalstrom Metallic Door Co., New York — Table 26; Griswold, L. W., Printers Ink, New York — Table 25; Gurnett, C. H., Class Journal Co., New York — Table 9.

Haight, E. E., Class Journal Co., New York — Table 9; Hales, W. C., Oswald Publishing Co., New York — Table 11; Haller, Arthur, Railway Age Gazette, New York — Table 3; Hamilton, A. R., Illustrated Milliner, New York — Table 26; Hamilton, L. F., National Tube Co., Pittsburgh, Pa.— Table 23; Harn, O. C., National Lead Co., New York — Table 10; Herbert, B. B., National Printer Journalist, Chicago — Table 10; Hess, W. C., J. C. Root Co., Bristol, Conn. — Table 21; Hill, A. A., Blacksmith and Wheelwright, New York — Table 12; Hill, J. Livingston, Shoe and Leather Reporter, Boston, Mass.— Table 17; Hollingsworth, H. I., Doctor Columbia University, New York — Table 10; Holman, J. Winchester, Mining and Engineering World, Chicago — Table 15; Hopkins, J. M., Printers' Ink, New York — Table 2; Hopkins, N. R., Oswald Publishing Company, New York — Table 8; Hornstein, L. A., Oswald Publishing Company, New York — Table 8; Hosley, H. F., Novelty News, Chicago — Table 15; Hough, B. Olney, American Exporter, New York — Table 30; Houser, Morris E., New York — Table 26; Howson, E. T., Railway Age Gazette, New York — Table 19; Hull, Oliver, Novelty News, Chicago, Ill.— Table 15; Hume, S. W., Municipal Journal, New York — Table 2; Hurd, C. W., Printers' Ink, New York — Table 22.

Irons, W. E., Oswald Publishing Company, New York — Table 11.

Jacobsen, R. C., Hide and Leather, Chicago, Ill.— Table 1; Johnson, R. W., Printers' Ink, New York — Table 29; Johnston, Franklin, American Exporter, New York — Table 30; Johnston, Harry A., Railway Age Gazette, New York — Table 3; Johnston, R. H., Class Journal Co., New York — Table 28; Jones, G. W., Lockwood Trade Journal, New York — Table 24; Jurs, H. F., Mining and Scientific Press — Table 12.

Kennedy, James H., Hardware Dealers' Magazine, New York — Table 27; Kershaw, John A., Practical Engineer, Chicago, Ill.— Table 4; Kirk, F. W., American Motorist, New York — Table 29; Knott, Henry, Auto Trade Directory, New York — Table 26; Kornfeld, A. E., 132 Nassau Street, New York — Table 23; Kucers, Joseph A., Electrical World, New York — Table 22.

Lake, W. J., American School Board Journal, 9084 Metropolitan Building, New York — Table 17; Lawrence, R. W., Printers' Ink, New York — Table 6; Leathers, Ward, Class Journal Co., New York — Table 9; Lee, Henry, Railway Age Gazette, New York — Table 3; Loomis, H. A., Railway Age Gazette, New York — Table 14; Lord, Henry G., Lord & Nagle, Boston, Mass.— Table 5; Low, F. J., H. W. Johns-Manville Co., New York — Table 12; Luchars, Alexander, Machinery, New York — Table 5; Lundberg, Charles, The Iron Age, New York — Table 4.

McAllister, A. S., Electrical World, New York — Table 29; McCready, Robt. H., Knit Goods, New York — Table 16; McDonough, W. J., Dry Goods Reporter, Chicago — Table 29; McLearn, Geo. A., Confectioners' Journal, Philadelphia, Pa.— Table 27; McQuiston, J. C., Westinghouse Department of Publicity — Table 7; McPhillips, J. J.— Table 24; Mackay, J. M., David Williams Co., New York — Table 20; Macon, W. M., The Iron Age, New York — Table 22; Mallett, D. T., Hardware Dealers' Magazine, New York — Table 27; Manfred, C. N., American Sugar Industry, New York — Table 18; Marsh, H. H., Railway Age Gazette, New York — Table 19; Mehren, E. J., McGraw Pub. Co., New York — Table 19; Mills, C. R., Railway Age Gazette, New York — Table 14; Mitler, B. E., National Builder, Chicago — Table 15; Mixer, E. R., Class Journal Co., New York — Table 22; Moore, P. G., Colliery Engineer, Scranton, Pa.— Table 28; Morris, J. T., Municipal Journal, New York — Table 2; Morris, Ray, White, Weld & Co., New York — Table 6; Morrison, F. E., Associated Advertising, New York — Table 25; Mulford, V. S., Jewelers' Circular Publishing Co., New York — Table 2.

Nagle, A. Fred, Advertising & Selling, New York — Table 11; Nagle, Frank L., Lord & Nagle, Boston, Mass.— Table 5; Nathan, Paul, Oswald Pub. Co., New York — Table 8; Nelson, R. W., Oswald Pub. Co., New York — Table 8; Nind, J. Newton, Grand Rapids Furniture Record Co., Grand Rapids, Mich.— Table 1.

O'Neill, M. J., Machinery, New York — Table 5.

Pace, Anderson, Butler Bros., Chicago, Ill.— Table 10; Parker, W. A., Oswald Pub. Co., New York — Table 8; Pomeroy, H. A., Hill Publishing Co., New York — Table 23; Powers, E. L.— Table 31; Prescott, W. B., Inland Printer, Chicago, Ill.— Table 24; Price, Chas. W., Electrical Review & Western Electrician, N. Y.— Table 18.

Ralph, W. I., Class Journal Co., New York — Table 9; Rea, John, Hide and Leather, Chicago — Table 1; Renner, John F., Keystone Publishing Co., Philadelphia — Table 31; Richards, S. W., Fabrics, Fancy Goods and Notions, New York — Table 16; Richardson, M. T., Blacksmith and Wheelwright, New York — Table 12; Rickard, W. L., Railway Age Gazette, New York — Table 14; Ringler, F. A., F. A. Ringler Co., New York — Table 30; Robbins, M. C., David Williams Co., New York — Table 20; Roberts, Stephen, Stephen Roberts Advertising Agency, New York — Table 4; Robinson, F. J., Class Journal Co., New York— Table 9; Robinson, W. B., The Iron Age, New York — Table 20; Rockwell, S. J., Playthings, New York — Table 16; Rogers, Fred E., Machinery, New York — Table 5; Rosenthal, S., 80 Maiden Lane, New York — Table 4; Runyon, I. Searles, Hill Publishing Company, New York — Table 23; Russell, E. H., Novelty News, Chicago — Table 15; Ruxton, Philip, Oswald Publishing Company, New York — Table 8; Ryder, C. E., Railway Age Gazette, New York — Table 3.

Schepmoes, L., Railway Age Gazette, New York — Table 14; Schumann, Carl J., Moller & Schumann Co., Brooklyn, N. Y.— Table 7; Seeligsburg, L. W., McGraw Publishing Co., New York — Table 22; Shaw, E. R., Practical Engineer, Chicago, Ill.— Table 4; Sherman, L. B., Railway Age Gazette, New York — Table 14; Shuman, R. R., Shuman-Booth Co., Chicago, Ill.— Table 2; Simmons, A. E., Railway Age Gazette, New York — Table 6; Sinsabaugh, C. G., Motor Age, Chicago — Table 6; Slate, George, The Boilermaker, New York — Table 7; Sloan, C. A., Railway Age Gazette, New York — Table 3; Sly, G. E.— Table 7; Smith, Perry L., Trunks, Leather Goods and Umbrellas, Philadelphia — Table 27; Smith, Willard A., The Railway Review, New York — Table 1; Snell, H. J., Oil, Paint and Drug Reporter, New York — Table 11; Soule, Roy F., Hardware Age, New York — Table 31; Sperry, H. M., Railway Age Gazette, New York — Table 14; Stern, Daniel, American Artisan, Chicago — 24; Stone, James H., Shoe and Leather Reporter, Boston — Table 17; Swart George R., Oswald Publishing Company, New York — Table 8.

Tanner, G. A., Trade News Pub. Co., New York — Table 18; Taylor, C. C., The Medical Council, Philadelphia — Table 28; Taylor, C. F., Medical World, Philadelphia, Pa.— Table 27; Taylor, E. S., Medical World, Philadelphia, Pa.— Table 27: Taylor, Garvin P., The Iron Age — Table 20; Thompson, W. H., Hill Pub. Co., New York — Table 2; Thorpe, Benj., Keystone Publishing Co., Philadelphia — Table 31; Thorpe, Chas., Retail Growers' Advocate, New York — Table 24; Thrift, Tim, Ass'n Nat. Adv. Managers, Cleveland, Ohio — Table 1; Tipper, Harry, Texas Company — Table 7; Tyler, A. H., Textile World Record, Boston, Mass.— Table 24.

Van Kleeck, William, Colliery Engineer, Scranton, Pa.— Table 28; Van Nostrand, E. S., Clothier & Furnisher, New York — Table 30; Vogel, L. G., Class Journal Co., New York — Table 9.

Wadsworth, Gerald B., Association Adv. Clubs of America, N. Y.

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GATCHEL-MANNING, PHILA.

Banquet at Hotel Astor, September 19, 1913

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Zimmerman, A., Stanley Works, New Britain, Conn.— Table 22.

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New York Press Association

1853 — Sixtieth Anniversary Convention — 1913

The New York Press Association, organized in Elmira, September, 1853, celebrated its sixtieth anniversary in the same place September 3-5. Of the thirty-two organizers, but one survives, Maj. Harwood A. Dudley, of Warsaw, in his eighty-eighth year. From a small association of country publishers in western New York, it has spread throughout the state and added to its membership leaders of the metropolitan press and of all the great cities of the state, journalists who have a national and international reputation.

The convention in Elmira was representative and pleasant and profitable to all who attended. The meetings were held in the city hall, a handsome building centrally located. A social session Wednesday evening witnessed the coming together of old friends, men and women, and the making of new friends among the good people of Elmira. The meeting was called to order by President L. William Hones, who turned it over to Chairman I. S. Copeland of the local reception committee. There were eloquent speeches of welcome by Hon. Daniel Sheehan, mayor; Chairman Copeland; Dr. Woodford J. Copeland, president of the Elmira Press Club, and J. Maxwell Beers, of the chamber of commerce, to all of which President Hones gracefully responded.

The first business session of the convention opened at 2 o'clock Thursday afternoon, with a vigorous and inspiring address by President Hones. The report of the secretary-treasurer followed. Then Maj. Dudley, the sole survivor of the organizers, who had been given the seat of honor on the platform, was called for, and briefly responded in touching reference to his associates of sixty years ago and of his abiding love for the association. The veteran's interesting remarks were enthusiastically applauded, all the members standing, the women waving their handkerchiefs.

When order was restored the president appointed these committees: On organization, William J. Kline, Edgar L. Adams, D. W. Murray; on finance, Walter B. Sanders, Charles H. Betts, Paul Nichols; on resolutions, Henry Stowell, C. I. Burch, F. P. Hall.

This program of papers was presented, discussions following:

Reminiscences of Organization and Later Early Days — Maj. Harwood A. Dudley (sole survivor of organizers), Henry Stowell, and others.

The Past Sixty Years: and Then! — Benjamin B. Herbert, National Printer-Journalist, Chicago, father of the National Editorial Association.

Real Advertising — Charles H. Betts, Lyons Republican.

A Profit Is Not Without Honor Among Publishers — John Clyde Oswald, American Printer, New York City, President National Editorial Association.

Local Press Associations and Their Relation to the State Association — Carl G. Clarke, Perry Record.

Experience in Cost Finding — Frank A. Crumb, Alfred Sun.

The secretary read a large number of communications from members who could not be present, and from several organizations.

An amendment to the constitution makes eligible to membership former members of the association who have retired from the newspaper business. The proposed amendment admitting proprietors of printing establishments was voted down.

The entertainment provided by the local committee was varied and delightful and keenly enjoyed. Thursday morning the world-wide celebrated Elmira reformatory was visited, upon special invitation of Superintendent McDonnell, a visit of absorbing interest and enlightenment as to the work for humanity done there. Thursday evening the company was entertained at Rorick's Glen Theater, a natural amphitheater transformed into a veritable fairyland by the art of man, one of the most famous of theaters in the country. Friday morning a trolley ride to Watkins, about twenty miles distant, a concluding business session and a fine lunch at the Hotel Jefferson, and a visit to famous Watkins glen, now under the supervision of the state, which has spent thousands of dollars in making inspection of the glen safe and easy.

At the final business session reports were made by the several committees. Mr. Sanders, from the finance committee, reported the treasurer's account correct, read from the itemized bills and made some wise suggestions looking toward the more prompt payment of dues. Report adopted.

Mr. Burch reported for the committee on resolutions, tendering thanks to those who had so liberally contributed toward the entertainment of members, viz., Chairman I. S. Copeland of the local committee and his associates; Dr. Woodford J. Copeland, president of the Elmira Press Club; Mayor Sheehan; Superintendent P. J. McDonnell, and Dr. Frank L. Chamberlain, assistant, of the Elmira Reformatory; the Elmira Water, Light and Railroad Company, for transportation about the city and to Watkins Glen, and for theater tickets; William J. Delany, chairman city hall committee; to the Cold Brook Club of Elmira business men, and to the citizens of Elmira generally, who had made their stay in the "Queen City of the Southern Tier" so pleasant. The resolutions were enthusiastically adopted.

Mr. Kline, from the committee on organization, recommended the election of these officers:

President — Charles H. Betts, Lyons Republican.

Vice Presidents — John K. Walbridge, Saratoga Saratogian; Will O. Greene, Fairport Mail; James H. Potts, Troy Times; Gardiner Kline, Amsterdam Recorder; Fay C. Parsons, Cortland Democrat.

Secretary-Treasurer — A. O. Bunnell, life member, Dansville.

Executive Committee — Dr. Eugene H. Porter, Journal of Homeopathy, New York, chairman; Jay E. Klock, Kingston Freeman; Garry A. Willard, Boonville Herald; Edgar L. Adams, Marathon Independent; Paul Nichols, Walton Reporter; Walter B. Sanders, Nunda News; L. William Hones, Roscoe Review.

General applause greeted the report, which was unanimously adopted.

Messrs. Grose and Nichols were appointed a committee to present the president-elect, who, warmly welcomed by President Hones, responded in thanks eloquently phrased, pledging his best efforts to promote the interests of the association.

What followed was in the nature of a love-feast — the presentation to the retiring president of a handful of currency by Mr. Sanders on behalf of the members; the touching response by Mr. Hones with tear-filled eyes; the loving and fervent reminiscences of his fifty-four years of connection with the association by Mr. Stowell, which warmed the hearts of all; a spicy letter from C. K. Sanders, who joined the association in 1860; and grateful reference by the secretary to the convention in Watkins in 1868, at which time he commenced his service as secretary, which had been continuous since, emphasizing as one of the latest and best evidences of the loving favor of his associates the presentation of a purse of gold at the golden wedding anniversary of April 9.

Most of the company, singing and cherrily chatting as they went, returned to Elmira, where they separated for their homes, with many fond farewells. The papers and the discussions and the speeches throughout, all evidenced renewed interest in the association, and a determination to make the coming year one of great increase in membership and in value of work.

This outline of the anniversary convention will be followed by pamphlet report giving addresses and papers in full. These will be found informing and inspiring, indicating a new era of effort to keep pace with the world-wide advance in journalism and printing, which is fairly fascinating.

O. A. BUNNELL, Secretary.

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TECHNICAL DEPARTMENT IN TYPOGRAPHICAL JOURNAL

Delegate Clyde Baumgardner, of Omaha, presented and secured the adoption of the following resolution at the Nashville I. T. U. convention:

"Whereas, The International Typographical Union has always been in favor of educating its members to become expert workmen, and has used every means at its command to create a desire amongst its members for the advancement of the craft along technical lines, and,

"Whereas, the International Typographical Union technical course has been a big success and of great benefit to those of our members who have been able to avail themselves of its teachings; and,

"Whereas, The International Typographical Union has received the hearty endorsement of the press and employing printers of North America, who have united in endorsing the trade education movement of this organization, and,

"Whereas, The International Typographical Union course has enabled many of our members to command salaries above the scale, thus paving the way for an increased wage for all of our members; therefore be it

"Resolved, That steps should be taken to create a greater desire among our members to avail themselves of the educational advantages offered by the International Typographical Union, and to inculcate a belief among union printers that they should use every means to perfect themselves in the different branches of the craft; and be it further

"Resolved, That the secretary-treasurer of the International Typographical Union is hereby instructed to establish and maintain a first-class technical department in the columns of the Typographical Journal."

The New Force in Business

By R. R. Shuman, of the Shuman-Booth Co., Service Agency, Chicago

From an Address Delivered before the Eighth Annual Convention of the Federation of Trade Press Associations, New York, September 18

It is with a feeling of respect almost akin to awe that I presume to stand up before this audience of the leading publishers of trade and technical media of the United States; for I realize, as perhaps but few of you individually realize, the power which lies in your hands. And it is this power, this new force in business, about which I shall speak.

As periodical visitors to the desks, to the minds and the hearts of the captains of trade and industry of this nation, you wield a power far greater than that of the political press, greater than that of the pulpit, greater than that of any other publicity force that now exists in this or any other country, for the pupils who sit at your feet are not the idle, the thoughtless multitude, but are that great masterful five per cent of the population of this country who control the labor market or the products of the other ninety-five per cent. Your pupils are the men who have built and are building America's industrial and commercial greatness, and your instruction, given with so lavish a hand, has, I firmly believe, done more to put America in the forefront of the commercial and industrial nations of the earth than any other one influence.

Influence of the Retail Merchandising Journal

Those of you who supply the link between manufacturer, jobber and retail merchant, have built up a new force in the distribution of merchandise and the betterment of retail method and equipment which cannot be calculated in dollars. This force — this New Force in Business — benefits producer, distributor and consumer alike, because it simplifies distribution by leveling down man-made hurdles that used to beset the merchandising path.

To measure the benefits you have already bestowed upon the retail merchant, it is only necessary to contrast the primitive, wasteful, inefficient methods of store management and display, accounting methods, store equipment and the like of only fifteen years ago with the advanced methods which so largely prevail today.

What Technical Journals Have Done

To give an index of the power of the technical journals, it is only necessary to study into the equipment and methods prevailing in manufacturing plants of today compared with those of only a very few years ago.

Science and up-to-date efficiency engineering have taken the place of the rule and thumb in manufacture. The printed word has vastly simplified and facilitated the solution of problems of securing first hand distribution of the products made.

Power of the Class Journal

The class journals, those concerned with both manufacturing and merchandising — the journals zealously devoted to specialized fields of endeavor — have become powers in those fields in direct proportion to the intelligence and unselfishness with which they build for others while they build for themselves.

In both the avenues of trade and of industry the periodicals which you publish give to every subscriber the benefit of the latest thought, the latest development of machine or method which the most powerful organizations of the country have been able to devise.

The time was when a few manufacturers or merchants could control at least a partial monopoly of the short-cuts and efficiency plans which they had developed or adopted, but that time has gone, and the brains of each, the creations of each, the efficiency-developments of each, become, through you, the property of all.

Your editorial pages give freely information which cost you, or which cost others, vast sums of money.

Your advertising pages thrill with messages of betterment in appliance or in merchandise. And more and more the subscribers to trade and technical and class journals are coming to read the advertising pages of those journals with a care which is a true index of their valuation of the importance to them of those advertised messages.

Evils to be Eradicated

No force that I know of today holds a greater menace to the evildoer in trade or industry than the force which you exercise. No great wrong can live long in the scorching rays of the searchlight of such of you as have the courage to uphold the good and expose the evil.

Leaders Not Followers

The time has gone by when you are hangers-on in any trade or industry. The time has gone by when you are respectable beggars for crumbs at the rich man's table.

You sail the seas of your industries or trades not as something towed behind, but as the very engines that impel the industries themselves.

Hangers-on there still be; some grossly unworthy, some actually piratical; but I believe that your associations, national and local, are doing more to drive such pirates off the journalistic seas than any other force; and I adjure you, in your own interest, and in the interest of the whole people, to speed the time when the last journalistic black flag shall be found on the sea of business.

From my unspoiled viewpoint as an outsider, I see ways in which you can still further increase the power and influence which you are now exerting, and I shall speak with the utmost frankness, even at the risk of giving offense, because I believe nothing is ever gained by half truths, and if the things that I think whole truths are in reality fallacies, there is no better or surer way of proving their fallacy than by my frank expression of them here and now.

Newspapers and Magazines Need Light

I speak for a more cordial interrelationship between the trade press, using the term in its large sense, and the consumer press. As a matter of fact, from the standpoint of the owners of both properties, the interest is mutual, because the trade and the technical press help to develop and foster and nurture to greatness industries and trades whose products must, in their last analysis, reach the consuming public through the consumer press.

The ideal trade journal campaign (using the term in its restricted sense as referring to the journals that are subscribed for by retail merchants) is, to my mind, one in which the manufacturer first secures dealer-distribution through the medium of the trade press, and then reaches out and helps that dealer through the proper forms of consumer advertising in daily, weekly and other popular publications.

But what I have in mind at the moment is not the advertising interrelationship so much as the fact that I believe it is not only your privilege, but your duty to guide and inform the daily newspapers in centers important to your trade or craft and the great national weekly and monthly magazines as well, so that there may be a marked decrease in the misinformation about trade and technical affairs, which is so characteristic of the popular press of the period.

Even a young publication in any trade or industry that inaugurates and persists in rendering this service, and does it intelligently, will soon become known as the leading journal of its kind. That means that Mr. Harris will have to pay about $100,000 more than he would otherwise when he comes to try to buy it.

More important still, it will multiply your power and influence for good by getting the great public on your side, and will thus give this new force in business a vastly added impetus.

Better Editors

As this new force in business is inherently an editorial force, I want to see you raise your editors' salaries when you get home — if they are worth it — and if they are not worth it, make proofreaders of them and hire editors who are worth top notch pay.

The journal that pays its advertising manager more than its responsible editor is the journal with the wrong slant — a slant that dips downward and becomes a swift toboggan that leads to oblivion.

I want to see a real divorce between sanctum and counting room, not a hippodrome estrangement for grandstand applause to be "given the hook" and dragged off at will.

I want to see every publisher brave enough to hire and keep, and back up, an editor who is brave enough to expose every bad move of every trust or corporation whose acts affect his subscribers, whether that trust be a four-page advertiser or no.

There is no such thing as a good trust or a bad trust in the sense that any trust is wholly good or wholly bad, for the good trusts do some bad things and the bad trusts, if there be such, have many good acts to their credit.

A big man, a truly great man, and a man full of nobility of character, a man who was the father of a thousand acts and policies of the greatest constructive worth to both capital and labor, was indicted by an Ohio jury because he permitted certain evil things to be done in the interest of the corporation of which he is the head.

The really great editor, backed by the really great publishers, would be equally prompt in extolling the good and condemning the evil in that man — whether he advertised or not.

Remember, gentlemen, it is not true, and never will be, that the good trusts are those that advertise in your journals and the bad ones those that do not do so.

First Duty is Toward Subscribers

And remember, that your duty lies to your subscribers, if you will measure up to your part in this new force in business, and that is not only your privilege, but your sacred duty, to hew close to the line in the interest of your subscribers, your industry or your trade, let the advertising chips fall where they may.

Not the popular magazine's duty, not the daily newspaper's duty, but yours, for you alone know the real facts and true conditions and can commend or condemn with the impartial intelligence of the man who knows.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass.

NEW ZEALAND is said to be the best-governed country in the world, and no country appears to be looking to America for new ideas in business more than this far-away land in the antipodean ocean. Such ideas are not taken bodily, however, when they can be improved in their adaptation to business conditions in that country. When I was editor of Brains, which is now merged with Retail Equipment, more than five hundred business men in New Zealand paid six dollars a year for that advertising weekly! I am glad to see that the job printers of New Zealand are sending their work to American printing journals for criticism, as they seem to have not yet broken away from an English style, which is not now in keeping with the modern mode of job composition originated in America, which style is now being endorsed by the excellent English printing journals. The presswork on all New Zealand specimens I have seen is admirable — what is generally known as "good workmanship" is characteristic of Great Britain and her colonies that are most in touch with her. But art in job composition is fully as important as art and painstaking care in presswork, and it is not in keeping with advanced art in job typography to use such ornamentation as that above the firm name in this particular job (1). A moderate use of such ornaments as that beneath the word "Masterson" is still allowable when is gives a distinct finish to a job, but surely it is incongruous with the other ornamentation, and the unnnecessary rules, in this job. In such a job as this, the old dictum of De Vinne should be kept clearly in mind: "Ornament construction, but never construct ornamentation," although there is no other art in which the artist may sometimes construct ornamentation with pleasing effect as in printing. Will Bradley, a true artist, made some very pleasing designs in the ornamentation he constructed for modern "chap-books," though doubtless he overdid in some cases — which is the natural fault of those to whom ornamentation becomes somewhat of an obsession. Still, Bradley taught printers a great deal in regard to wonderful tone effects that can be produced in one printing by an inexpensive use of pleasing type-ornaments, and his influence is still shown in good, attractive modern work. Whoever set the New Zealand card is a natural artist, who will do some splendid work when he breaks away from old ideas. He should realize that such a good face and good ink, so well printed, would look better either on a plain card or some plain but attractively colored cover-stock than on a card which has a red border with corrugations bit into the stock at every quarter of an inch along the edges. In America we have outgrown such fancy designs, which appeal only to our especial class of 'Arrys and 'Arriets at our beach resorts who have their names written on cards either with a tinsel preparation or with those impossible birds with the shaded tails whose creation was in the elder days of atrocious Art even taught by schools of penmanship.

PRINTERS. PUBLISHERS. AD. WRITERS.

J. W. MATTHEWS & Co.,

Bannister Street (opposite Club Hotel),
MASTERTON.

PRINTING

Our prices are absolutely the limit. We receive work from all parts of N.Z. on account of our low prices

QUALITY

You will find that for neatness we hold a leading position. Only a trial and we will do the rest

I know my New Zealand friend will take this not unfriendly criticism in the spirit it is given, for I never had warmer appreciation of my strictures on advertising than from the ultra-progressive New Zealanders who have advanced in an even more surprising manner than dreamed of by Macaulay in his vision of the New Zealand sketch artist.

* * *

An employe should remember that criticising his employer is not necessarily a part of his duty.

* * *

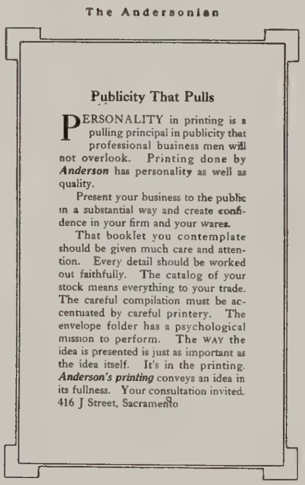
A House-Organ That "Spareth Nor Praise Nor Censure"

One of the livest and handsomest house-organs that ever a printer issued is The Andersonian, "Being an assemblage of types put out occasionally for the edification of all kinds of good people," by "The Andersonian Printery — a Print Shop at Sacramento, Cal." One of the types referred to must be that type of Western beauty who represented "Miss Spokane" when the Pacific Coast Ad Men visited Sacramento. Her picture is on the first page of the Andersonian (2a), which has a very pleasing combination line and half-tone effect, in keeping with the charm of the photograph. No wonder the ad men were pleased with such a handsome living advertisement of the young Western city; and the editor of the Andersonian was evidently quite as much pleased with the younger maiden — four-year-old Mildred Tucker, in her "unique impersonation of the fragrant emblem of Portland's official name and annual festival — the Carolina Testout rose." The full-page picture of Mildred shows her as a bud on the top of a long rose-stalk, and a pen such as that at the right of the first page has, in this instance, written the words, "We love you, little Portland bud." It is such conceits as the pen and the different sentences at the sides of the picture that make the Andersonian different from house-organs on which it is painfully evident but little time and thought have been expended.

THE ANDERSONIAN
SENT OUT EVERY LITTLE WHILE FROM ANDERSON'S PRINT SHOP
FOUR HUNDRED and SIXTEEN J ST SACRAMENTO CALIFORNIA
Volume IX JUNE, 1913

MISS SPOKANE

No. 2a.



The Andersonian

Publicity That Pulls

PERSONALITY in printing is a pulling principal in publicity that professional business men will not overlook. Printing done by ***Anderson*** has personality as well as quality.

Present your business to the public in a substantial way and create confidence in your firm and your wares.

That booklet you contemplate should be given much care and attention. Every detail should be worked out faithfully. The catalog of your stock means everything to your trade. The careful compilation must be accentuated by careful printery. The envelope folder has a psychological mission to perform. The WAY the idea is presented is just as important as the idea itself. It's in the printing. ***Anderson's printing*** conveys an idea in its fullness. Your consultation invited.
416 J Street, Sacramento

No. 2b

Two editorial pages contain quite the keenest rebuke to the class whose greed overrules their community spirit, to the harm of the community, and incidentally themselves, that it has ever been my pleasure to read. The editor appears to be Col. Brann and Bill Barlow rolled into one when it comes to slinging sizzling expletives at folks that apparently deserve all they get.

There is nothing of the narrowness so vigorously condemned in his paper about Mr. Anderson, who gives half a page to an appreciation of Harry S. Stuff written by A. Hoyt Levy, although Mr. Levy stated that this other live Pacific printer "gives his patrons ten times more for their money than any other printer in the West." Nay, Mr. Anderson even puts this assertion in black.

This (2b) is some publicity of The Andersonian that has considerable personality of its own. It seems to me that no error in spelling is so common as "principle" for "principal." Here it is probable the ad-writer meant to write "principle" instead of "principal"—you see I do not always blame things on the compositor. But then "principal" would hardly be an error in this case.

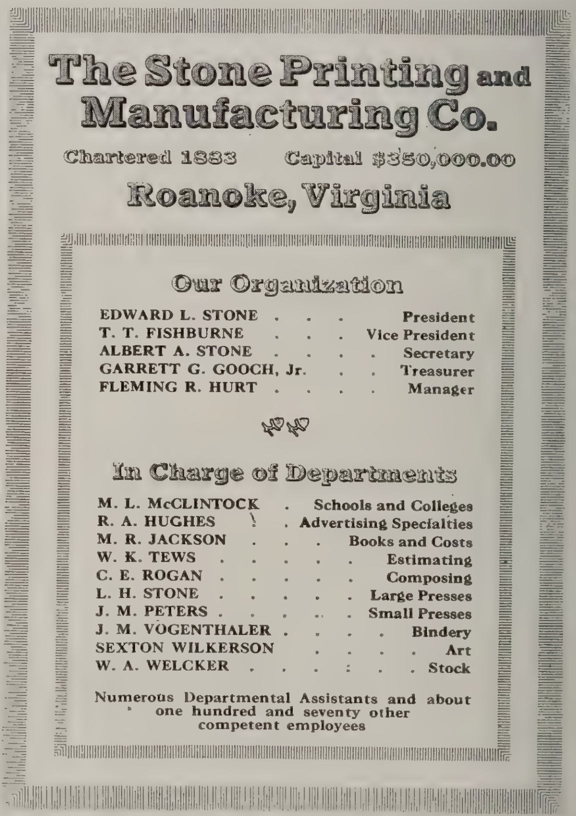
✣ ✣ ✣

The best or the worst that is in a man is brought out by contact with the world. Friction smooths and polishes solid wood, but it soon destroys veneer.

✣ ✣ ✣

1883-1913

The July number of Stone's Impressions, a house-organ issued by The Stone Printing and Manufacturing Company, of Roanoke, Va., not only celebrate the anniversary of the nation's independence, but also the anniversary of that printing establishment, whose growth is like that of the nation, and for the same reason — that it was worthy of it. This page from the publication (3) shows that the company now has an imposing force of officials and department heads with "about one hundred and seventy other competent employees" — but in 1883 the working force consisted of a manager, a printer who is now president of the company, a youth who is the present manager, and a "negro who furnished the power." The contrast between the picture of the "printing



The Stone Printing and Manufacturing Co.

Chartered 1883 Capital $350,000.00

Roanoke, Virginia

Our Organization

EDWARD L. STONE	President
T. T. FISHBURNE	Vice President
ALBERT A. STONE	Secretary
GARRETT G. GOOCH, Jr.	Treasurer
FLEMING R. HURT	Manager

In Charge of Departments

M. L. McCLINTOCK	Schools and Colleges
R. A. HUGHES	Advertising Specialties
M. R. JACKSON	Books and Costs
W. K. TEWS	Estimating
C. E. ROGAN	Composing
L. H. STONE	Large Presses
J. M. PETERS	Small Presses
J. M. VOGENTHALER	Bindery
SEXTON WILKERSON	Art
W. A. WELCKER	Stock

Numerous Departmental Assistants and about one hundred and seventy other competent employees

No. 3

office" of 1883 and the large stone building of today, shown in three-color as decked with the American flag on the anniversary, is indeed impressive as showing American progress. This number, with the exception of the insert page mentioned here, is printed in red and blue — harmonious red and blue, the stock being white. The composition of these pages is so good that I should like to show some of them, but am afraid that a reproduction would not do their clear-cut impression justice. The only fault to be found with the book is on that one form the blue was run light for a time, and the contrast between the beautiful blue on some of the pages with the hardly readable blue on the other pages, is not pleasing. It is a reminder of what care should be taken in watching the presswork, particularly with a color like blue; though no doubt the most of the booklets are perfect. But this was a copy sent to a captious, cantakerous, carping and withal conscientious critic!

That one of the best things in this issue of Stone's Impressions is an extract from another printing concern's house-organ is not by any means a demerit. Selection is as great a test of an editor as composition — often a greater test. And credit is frankly and fully given for this article to Pulling Power, the house-organ of the Falconer Company, Baltimore, Md. Such an argument as is contained therein should both cause buyers of printing to think and be of inspirational value to readers of this department:

"Your Price is Too High"

Gentle reader, try to remember those five words, for they are the text of my sermon. You will not find these words in the Bible, but you will find them on the lips of probably every citizen of this country some time or other.

Let us examine into the truth of the expression. We have heard it spoken so often that it has become a sort of proverb — and there is another proverb, you know, that tells us not to believe everything we hear. Does that one apply to this?

I happened to know our would-be customer pretty well, so I proposed that we talk it over.

"How do you know my price is too high?" I asked, for a starter. "Do you know what the job will cost us to produce? Do you know what is a fair profit in our line of business? If I showed you my estimating figures in detail, could you catch any errors? Could you show me how to lower the cost in any way? In short, do you really know anything at all about it?"

Then he admitted what I knew all along — that he meant he could get the job done cheaper somewhere else, had three or four other prices and mine was not the lowest.

He caught the thought in my mind and answered my next question before I asked it. "You needn't tell me that the lowest man will give me a bum job. Everybody's bidding on the same thing. I always look out for that. The specifications are exactly the same."

"If you really believe that," I rejoined, "there is only one thing to be said: you are sadly mistaken. In the vernacular, you are kidding yourself."

"I don't see how," he replied. "If the job isn't exactly according to specifications, I don't pay for it."

"Look here," said I, "I believe you're open to reason, otherwise I wouldn't argue with you. I tell you, specifications don't protect you now and never will, not even if you furnished the ink and paper yourself. And I'm going to prove it to you.

"Walk up Baltimore street from Gay to Calvert, go into every restaurant you pass, and get prices on, say, ham and eggs. You'll find a considerable difference between the Emerson and the slap-dash lunchroom. If you place an order, you'll likewise find a difference in the ham and eggs — even if you supply the raw material yourself. And you'll find the same difference in printing.

"The cheap restaurant can't produce a dish of ham and eggs equal to those at the Emerson, even if you paid the Emerson's price. It isn't equipped to do that class of work. Each charges what its **own product is worth.** Do you get me?"

The enclosed card for return reads: "Please send Stone's Impressions as issued. It is understood the only obligation will be interest in your work and service."

✣ ✣ ✣

Good advice is usually most appreciated after it is too late for it to be of service.

✣ ✣ ✣

Velvet Green

You've read of velvety lawns — but theirs is hardly the shade that the Buckie Printers' Ink Co., 714-16 S. Clark street, Chicago, advertise on their August monthly calendar. But the name is appropriate, nevertheless — and the color is naturally rich.

✣ ✣ ✣

It isn't always the best printing that gets the most advertising. But it should be.

✣ ✣ ✣

For the Discriminating Voter

"These cards," writes R. G. Borton, manager of the Art Printing Company, of Butler, Pa., referring to the specimen shown as 4, "increased our candidate card business wonderfully. You will note their resemblance to a 'regular.'" It is not the first time that I have been told of the gratifying results that seem to follow the injection of a little good-natured, non-partisan fun into printing-advertising during a political campaign. The Art Printing Company is doing work consistent with its name, some of which will be reviewed later.

FOR BETTER PRINTING

R. G. Borton and R. P. Balph
(Art Printing Co.)
BUTLER BOROUGH

Subject to the decision of the discriminating user
on anyday, 1913, between 8 a. m. and 5 p. m.

No. 4

✣ ✣ ✣

If a local merchant tells any of you publishers that "no one reads advertisements," don't think they believe it, but show them that they don't believe it. Offer to give them a free ad if they will do something — give free samples, for instance — that will involve some cost to them if people do read — and you will find they won't take you up. But it may open their eyes to the fact that they do believe advertisements are likely to be read, and that they have made that statement so commonly heard by publishers to excuse their own fear of expense and lack of energy. Real tact used in such a method of making non-advertisers think often makes them think they should advertise.

✣ ✣ ✣

Two Fine House-Organs of One Firm

One of the most elaborate productions along the lines of this department is Printology, a house-organ of thirty-two large pages and cover issued by the Regan Printing House of Chicago. It is on fine paper, with numerous half-tones in black and tint and three-color, and is probably intended more as a souvenir than a mere advertisement — though it is a good advertisement. One page picture shows "A Night Off — The Regan Family and Friends at the Masonic Temple, April 27, 1912," and another page has a reproduction of the "programme" — it was spelt thus in those days — of "the first anniversay ball of the J. L. Regan & Co.," March 5, 1881.

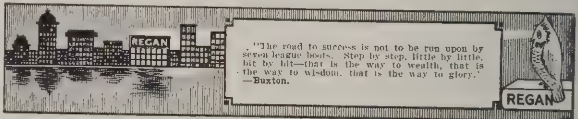
There are eleven lines on the first page of this program, and eight faces — and though one face is used three times it has a fearful and wonderful border of bent rules and ornaments around it in one case. And there is the old familiar stork or crane, with a butterfly nearly as big, and a wasp fully as large, and a Begonia Rex that dwarfs the menagerie. How the art of job composition has changed in the last few decades — but hold! I find the same flora and fauna in this year's vintage.

In the article "An Event in Printerdom," it is stated that "a number of attendants at this affair of a former century were present at this one" — a matter for congratulation, surely.

An especially valuable article is that on "The Chap-Book," illustrated by reproductions of the quaint wood-cuts of artists with more terrible imaginations than Gustave Dore, but with hardly the skill. I cannot forbear to reproduce one of the pictures (5), which is entitled "A Hunting Scene." Clearly the "chap-books" of the American Type Founders Company were deficient in imagination as compared to these old-timers. What brand was the mead served at this banquet?

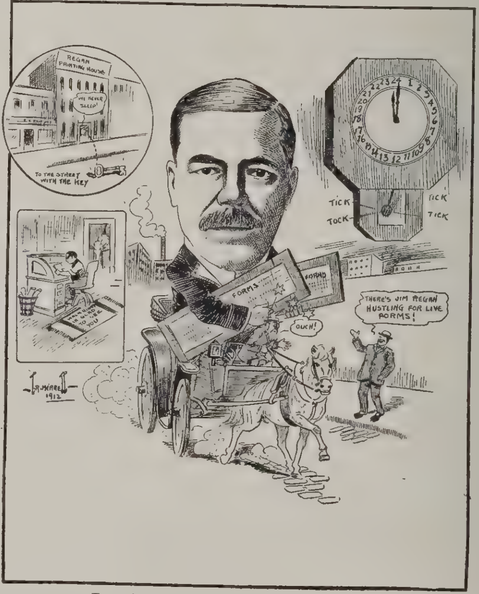
No. 5

Other articles of real interest are "The Uses of Paper," "The Newspaper and the Magazine," and "The Debt We Owe to Dickens." In the last the statement is made: "In 1842 Dickens visited this country, and as a result of his journey he turned out 'Martin Chuzzlewit' and the 'Christmas Carol.'" Instead of the latter, do you not mean "American Notes"? Dickens was not much kinder to America's editors of the old days



"The road to success is not to be run upon by seven league boots. Step by step, little by little, bit by bit—that is the way to wealth, that is the way to wisdom, that is the way to glory."
—Buxton.

J. L. Regan in the Later '70's and Early '80's, on the Skirmish Line for Business


REGAN PRINTING HOUSE
WE NEVER SLEEP!
TO THE STREET WITH THE KEY
TICK
TOCK
TICK
TICK
FORMS
THERE'S JIM REGAN HUSTLING FOR LIVE FORMS!
OUCH!
1912

—From the Press Club Scoop Souvenir, March, 1913

THE NEVER SLEEP GAZETTE 13 *by the* REGAN PRINTING HOUSE

No. 6

than to her real-estate advertisers of the same period; but he was not so severe on the editors as Lowell in his "Biglow Papers." But then it is a human-natural law of nations that home criticism is more welcome than that of a foreigner, even though we should be glad to obtain a foreigner's point of view! But Dickens was long since forgiven.

Although the page "Reganisms" in Printology is advertising, it is not so essentially a house-organ as the excellent Never-Sleep Gazette of the Regan Printing House, with its cover with the 24-hour dial. One of the pages (6) shows how the Press Club helped to advertise the house that has no use for a door-key.

The Never-Sleep Gazette is a wide-awake one, and seldom dozes. But it is doubtful if the following story is good advertising:

> **The Most Vital Question**
>
> The dignified professor was delivering the final lecture of the school term, and he dwelt with emphasis on the fact that each scholar should devote all the intervening time preparing for the final examinations.
>
> "The examination papers are now in the hands of the printer," said the professor. "Are there any questions to be asked?"
>
> Silence prevailed. Suddenly a voice from one of the class in the rear seats inquired: "Who's the printer? I know one who never sleeps, and I guess I'll get him on the wire. His number is Harrison 6281."

It often makes a fine advertisement to take a good story such as the above was when it stopped with the phrase, "Who's the printer?" and to add something making it a good ad of a particular firm. But the whole point of the tale rests on the possible lack of either watchfulness or dishonesty on the part of printers entrusted with the printing of examination papers. Hence the sinister suggestion even so subtle in the improbable addition put into the mouth of the student is certainly out of keeping with the advertising of a firm that has built up its reputation on watchfulness and honesty as well as good work.

The page illustration of a book "bound in leather and stamped in five colors, a class of work for which the Regan Printing House is well equipped," is printed in these five colors on pebbled stock, and thus makes a splendid advertisement of such work.

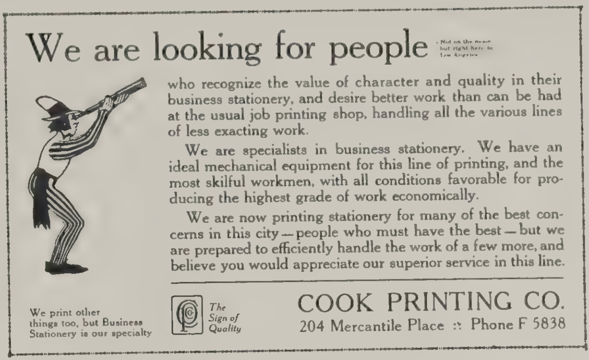
✣ ✣ ✣

It may be true that it is never too late to learn, but good things cannot be learned too early.

✣ ✣ ✣

With the Mark of "The Sign of Quality"

The mailing card of Cook Printing Company, Los Angeles, Cal. (7), is on the delicate brown tinted stock that helps to give such distinctiveness to their printing-advertising. The printing is in black, with a touch of orange red on the striped hatband, the sash and the shoes of the astronomer. The words in the very fine type after the head "We are looking for people" are: "(Not on the moon, but right here in Los Angeles)." There is a fine reticence in such a moderate use of color on such a job that is an example of the good taste common to all the Cook printing. And there is no horseplay in the use of the small cut of the comic figure. The distribution of blank space is also effective.



We are looking for people Not on the moon but right here in Los Angeles

who recognize the value of character and quality in their business stationery, and desire better work than can be had at the usual job printing shop, handling all the various lines of less exacting work.

We are specialists in business stationery. We have an ideal mechanical equipment for this line of printing, and the most skilful workmen, with all conditions favorable for producing the highest grade of work economically.

We are now printing stationery for many of the best concerns in this city — people who must have the best — but we are prepared to efficiently handle the work of a few more, and believe you would appreciate our superior service in this line.

We print other things too, but Business Stationery is our specialty

The Sign of Quality

COOK PRINTING CO.
204 Mercantile Place :: Phone F 5838

No. 7

✣ ✣ ✣

If a printer or publisher fails to make good the promises contained OR IMPLIED in his advertisements, he will find that his advertising will soon lose much of its value.

✣ ✣ ✣

Royal Child, a Prince of Local Typographers

The most modern compositor could have no objection to such lone-line-short composition as

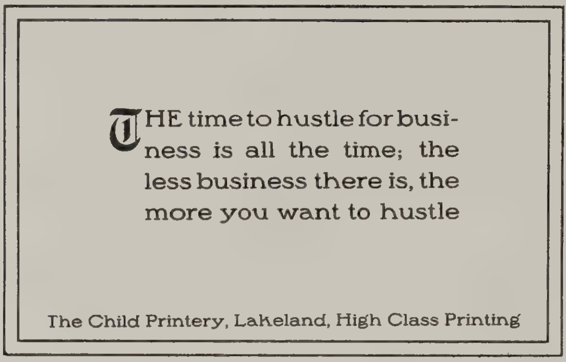
The Child Printery
Royal B. Child
High Class Printing
Lakeland, Florida

No. 8a.

this (8a) on a wide notehead. It is years since I heard from Friend Child, and I know such a hustler will "get before the people" for the people's good:

> Harry Albro' Woodworth, "More Work Through Publicity."
>
> Dear Sir: Here's a small batch of advertising suitable for criticism in your department.
>
> Have just bought a small job shop in this city (about 7,000 inhabitants), and am trying to get before the people, and am using a few kinds of publicity to make them remember me.
>
> The long slim "Books" is intended as a bookmark for your personal use, not as advertising literature.
>
> Yours truly, ROYAL B. CHILD.
>
> Lakeland, Fla.

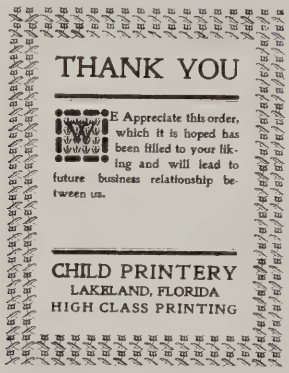
I should have liked to show the bookmark, which is perhaps the most pleasing piece of composition Mr. Child has sent me, with its poetry that compares books to flowers. Here (8b) is a simple card, with rules and initial red, in a good clear modern letter of which this printer makes considerable use. It is pleasing to note, too, that he still holds to Jenson, a beautiful face which is still modern, especially when used as in the "Thank You" slip (8c). And that such a slip has an advertising value, in keeping with the "service" idea, is not to be doubted. A leading New York department store lately decided to omit such phrases as "Dear Sir" and "Yours very truly" from its correspondence, as being superfluous. This gave Wanamaker's Philadelphia store a chance to answer, without mentioning its rival's name, that to wear a collar and tie was really superfluous. And "Thank you," when it rings true, is a magic expression that, let us hope, will never be thrown into the discard.


THE time to hustle for business is all the time; the less business there is, the more you want to hustle

The Child Printery, Lakeland, High Class Printing

No. 8b

Really, there should be no necessity for "very truly." Truth is not comparative, and "truly" should express its fulness. But the phrase has grown more or less meaningless — pity 'tis, 'tis true!


THANK YOU

WE Appreciate this order, which it is hoped has been filled to your liking and will lead to future business relationship between us.

CHILD PRINTERY
LAKELAND, FLORIDA
HIGH CLASS PRINTING

No. 8c

✣ ✣ ✣

Whenever there is danger of a printer's or publisher's business becoming too widely known it will be time for him to stop advertising.

✣ ✣ ✣

From A. Hoyt Levy, Critic, Artist, Ad-writer

The following leter refers to an extended criticism in the May issue:

Dear Mr. Woodworth: That was a most interesting article in the National Printer-Journalist which you published, and I heartily appreciate it. You may include in this appreciation your criticisms, which you know I have always valued highly.

In that part of your article where you call attention to the apparent inconsistency of the phrases on the gun folder and in the fly-leaf of our booklet, I believe that if you had full cognizance of the facts in the matter, you would understand that we are not as inconsistent as these phrases make us appear. You see, we sent out the folder far in advance of the booklet. At the time that we prepared the folder, we were so vainglorious that we believed there were no others equal to us. At that time we practiced the preachments of blowing our own horn. Since then my partner attended several revival meetings and a change of heart ensued in this firm. We concluded that it was morally wrong to blow our own bugles and decided to look to our friends to do the blowing for us. About this time we published our booklet and carried out our convictions on the cover, in fly-leaf and inside of the booklet.

We have not yet learned whether it pays better to let the other fellow blow for us than to do our own blowing. For my part I believe there is a happy medium which I will endeavor to find, and when I do I will put you wise.

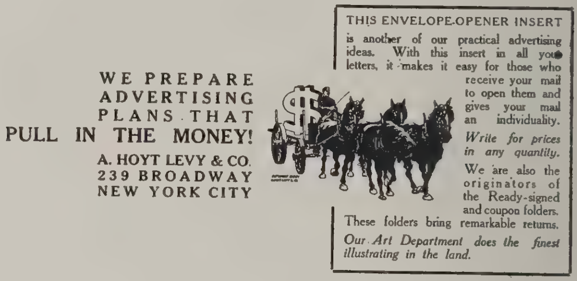
You are right about the quality of stock used on the folder. We tried a number of different qualities and found it difficult to get a stock with both a good printing surface and good folding qualities. This particular stock, in a slightly heavier weight, makes a fairly good folder, although it is too light to be scored by scoring knives.

With kind regards, I am Yours very truly,
A. HOYT LEVY.

New York City.

Well, some of us have to blow our own horn, in accordance with the proverb, for we will never get any one to blow it for us. Most good advertisers, however, who toot their own "little tooter" find that this helps to get others to join in the tune.

The envelope in which A. Hoyt Levy & Co. mail their correspondence has the enclosure whose shape is outlined in the accompanying reproduction (9). There is a slit in the envelope through which projects the part of the card with the word "Pull." When this "direct command" is complied with the envelope is opened.


WE PREPARE
ADVERTISING
PLANS THAT
PULL IN THE MONEY!
A. HOYT LEVY & CO.
239 BROADWAY
NEW YORK CITY

THIS ENVELOPE-OPENER INSERT is another of our practical advertising ideas. With this insert in all your letters, it makes it easy for those who receive your mail to open them and gives your mail an individuality.

Write for prices in any quantity.

We are also the originators of the Ready-signed and coupon folders. These folders bring remarkable returns.

Our Art Department does the finest illustrating in the land.

No. 9

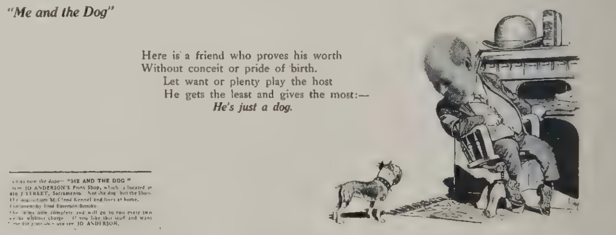
✣ ✣ ✣

The men who achieve greatness are not the ones who wait to have greatness thrust upon them.

✣ ✣ ✣

"Dog on It," It's Good!

Here is a blotter (?) on white stock, with the heading and the words "ME AND THE DOG," "JOE ANDERSON'S Print Shop," and "416 J Street, Sacramento," in red, the register being perfect; the remainder is black. As we have been discussing the disposition of white space on blotters recently, what do you think of this as a masterpiece in this line? Being so, it should be a first-rate advertisement for Anderson, my Jo. The poet is given credit, but it takes some discern-


"Me and the Dog"

Here is a friend who proves his worth
Without conceit or pride of birth.
Let want or plenty play the host
He gets the least and gives the most:—
He's just a dog.

No. 10

ment to discover the name of the artist, which is Sweeney — and you don't have to tell it to him. He must be an artist in posing like that exercised on the genial printer for the set-in of the head, which is so perfectly in keeping with the line drawing.

* * *

A Rule That Advertises

The "combination" type-rule and foot-rule sent by States Printing Company, Chicago, is much more of a good advertisement of a good print-shop than such productions generally are. The rounded corners extending beyond the graduations are, however, rather unhandy in many of the uses to which a rule is put. However, they protect the measuring part when the rule is of cardboard. I should like to reproduce the artistic panels on one side of the rule, because they are good advertising composition, and the two cuts of presses are much more handsomely handled than is generally the case in such composition. But the color of stock forbids, and if it did not, the rule is in use. At the bottom of the panel which shows "The Number of Pages Our Large Presses Print at Each Impression" is the line:

> Water always follows the path of least resistance.— J. J. HILL.

Which shows extraordinary discernment on the part of J. J. Hill.

* * *

Keep up your advertising and it will keep up your business.

* * *

That Unconventional Convention

The great advertising convention of the Associated Advertising Clubs of America at Baltimore in June had its paper — CONVENTIONalities, which was presumably issued for some months in advance of the convention — I believe the Baltimore boys were working for some years in preparation for that convention, which was naturally an unalloyed success. It is the May number that was sent me — it contains the program, which includes the announcement of the most extraordinary feature of the convention — the thirty sermons by advertising men in thirty churches of nine demoninations. I am not much of a sermon-reader, and I have heard a good many sermons by clergymen that I could not have told much about an hour later, and I have seen only one of the sermons; but I read that, and it has stayed with me. It was by Thomas Dreier, and its subject was Self-Expression, and it was good enough to appear in the Outlook, with appreciative comment. If one-tenth of the preachers would preach like that, we would have the millennium on Monday morning.

Who knows? — possibly the minister could write better ads than the average ad-writer. But I doubt it — though I notice a commendable tendency on their part to get back to human nature.

The program contained this good suggestion to the ladies: "Join the men in the down-the-bay trip. A good opportunity to get acquainted with one's husband."

The Old Bay Line Magazine, a live publication issued monthly by the Baltimore Steam Packet Company, devoted the March number to "Pre-Convention Activities of the Advertising Club of Baltimore."

The new cry has the rhyme-ring of some of the most famous advertising catch-phrases:

"On to Toronto!"

* * *

"We Are Growing." Well, You Deserve It!

I am sorry that a reproduction of any of the pages of the handsome booklet, "We are Growing," issued by the Charles Francis Press, New York, would give but a poor idea of a production that is so unique a triumph of printer and engraver working in real harmony. The cover is in several bright colors, and is a masterpiece of the newest kind of art nouveau impressionism. The illustrations at the top of each page give a remarkably clear idea of the perfect arrangement of all the departments of this concern. The Charles Francis Press believes in giving customers and the editors of the various publications it prints the run of the office, and so great is the order of the establishment and the tact and willingness of its employees that the system leads to mutual benefit and satisfaction. In the invitation to visit the establishment contained on the last page there is a ring of cordiality that no advertisement can give if the place is not imbued with the spirit, no matter how clever the writer. This is what a visitor will realize, according to the booklet — and he will not expect to be disappointed, nor will he be:

> You will have a better conception of what we mean when we talk of Charles Francis Press Service — just as hundreds of representative publishers and business men in other lines have had a better conception of the meaning of Printing Efficiency — reflected in an appreciation and realization of the client's interests, first, last and all the time.
>
> And just because this is so — we are growing.

* * *

Ebel Will Say It "To Your Face"

"EBEL Says:"— the words are so large on the cover of the many-colored and fantastic-artistic cover of the new booklet of the Chas. O. Ebel Printing Co., Cincinnati, O., that they may be considered the title, though what Ebel says on the cover is "It's Not How Much You Pay, It's What You Get That Counts".

The envelope, the cover of the booklet, its smaller inner pages, and an enclosed card are on various stocks and in various shades of dark brown, and the printing is in light and dark brown with the addition of red and green and lilac and gold on the cover. Every body page starts with the lettered words "Ebel Says" in the two browns, with such texts in Italic as "When all is said and done, it is Service that counts —" and the rest of the page is either a sermon preached from the text or is not. One of the things Ebel says is: "A word to the wise isn't necessary." Well, sometimes it helps an awful lot. And the card reads: "The Chas. O. Ebel Co., Cincinnati: We will be ready about [rule] for the following printing [rule] and would like to have your Mr. Ebel see us." That word "Ebel," after having given the book such a pleasing individuality, will "help some," and "some," in the dialect of the Acadian French, has an intensive force.

* * *

Trade Pressmen Get Together

"Good Things Coming —" is the announcement on the address-part of the mailing circular which tells of the eighth annual convention of the Federation of Press Associations, September 18, 19 and 20. The trade paper is one of the most useful innovations of the last fifty years, and it should really be unnecessary to demonstrate "How to Sell Advertising Space in a Trade Paper." The Make-it Pay Department of the Hill Publishing Co. could show the publishers something.

* * *

Worth a Quarter to Some

The card of the Center (N. Dak.) Republican is novel, advertising both the newspaper and the printing with good effect. What a chance there should be for a paper in a central town with the name of Center to do some map advertising to advertise their advertising space!

On turning over the card accidentally (why didn't you put the little word "Over" or better, "This Card Good for 25 Cents — See Other Side" — I might have missed the bargain, so many cards are printed only on one side) I find this announcement:

> OLD SETTLERS' DAY BARGAIN
> Good for 25 Cents
> This card and $1.25 is good for one year's subscription to THE CENTER REPUBLICAN if presented within 10 days. Regular price $1.50.

* * *

Type That Tells the Time and Talks

"A Business Man's Calendar," issued by the Hutchison Printery, Scranton, Pa., is printed in red and black on bright orange stock, is bound at the top by a red cord and has no cuts, but is an example of especially attractive composition. "All printers," says the "introductory," "profess to do commercial and society printing, but then every tailor professes to make clothes, and there is as much difference in one as in the other." There is a different sheet for each month, and above the date-information there are mottoes that are as humorous as they are wise, set by a compositor who knows how to make type talk.

* * *

A Tale of a New Dress

The American Bulletin, issued by the American Type Founders Company, has in its July issue an interesting tale entitled "A New Dress for The Elite." Mr. Clark, of the great department store of Clark & Davis, wanted a typographical change in the store's house-organ, The Elite. Mr. Dawson, the advertising manager, decided on India tint for the stock:

> The new running heads for The Elite were set in Bodoni Book caps of 12-point, enclosed by border formed of 6-point Lithotone brass rule — finished with 1-point rule, Bodoni lamp ornaments at the ends. Titles for articles and short stories were set in carefully selected sizes of Cheltenham Bold Shaded, caps and lower, and were bordered by Lithotone brass rule, and initials for the matter were of 36-point Bodoni, set in Bodoni mortised ornaments.
>
> All the display advertising of the store departments was set in Cheltenham Bold Shaded with Bodoni Book for the descriptive matter and every advertisement was bordered with 2-point Lithotone brass rule.

After Mr. Clark had expressed his delight at the improved appearance in keeping with the name of the house-organ, Mr. Dawson explained:

> "You see the two tones of the printing produced by the engraved effect of the type and rules are increased to still another tone by printing upon India tint paper, thus giving the appearance, as you have noted, of three printings when there was but one."

* * *

"Business is Good. Are You Getting Your Share?"

The June-July issue of Monotype, "a Journal of Composing Room Efficiency," devotes the back cover page to a number of cheering reports of different large businesses under the head of "Don't Pass Prosperity By." "The wise man nowadays," says the subhead, "does his thinking in terms of Prosperity, not Adversity." In this connection the Lanston Monotype Machine Company announces that "in May we sold more Monotypes than in any [other] month in the past year and a half."

The Calumet, Chicago, Ben Franklin Club Outing August 30, 1913

MIEHLE & SON MAKE A STATEMENT

By request, the following statement by Robert Miehle & Son, manufacturers of printing presses, Plymouth, Ind., is published for the benefit of National Printer-Journalist readers:

"Robert Miehle & Son is an incorporated company, under the laws of the State of Maine, organized to manufacture printing presses and other machinery. The capital is $100,000, common stock, over three-fourths of which has been paid in at par.

"The officers are as follows: Robert Miehle, president and general manager; A. M. Miehle, treasurer; Robert F. Miehle, Jr., vice-president and secretary.

"The factory is located at Plymouth, Ind., eighty-four miles east of Chicago, on the Fort Wayne division of the Pennsylvania Railroad. The facilities are up-to-date and well adapted to manufacturing high grade printing presses at a minimum cost. The site covers six acres. Being on the main line of the Pennsylvania Railroad, facilities for prompt and careful shipments are excellent.

"Progress on Mr. Miehle's latest press has been most satisfactory. It is an entirely new model of a four roller, two revolution, flat bed press, especially adapted to all high grade printing, including the finest color work. The press runs extremely smoothly, at a high rate of speed, and is built substantially throughout — every detail having been scientifically planned and carefully carried out. The workmanship and material is, of course, of the very highest grade, and has had Mr. Miehle's personal supervision.

"The bed motion mechanism is founded on the original fundamental principles of what is known to the trade as the Miehle bed motion, being of the lifting gear type. However, aside from the lifting gear the bed motion shaft is of the usual large proportions and extends outside of the press frame, where it receives its motion from a cylinder intermediate driving gear. The cylinder intermediate driving gear has an internal gear formation in which the gear on the outside end of the bed motion shaft meshes — thus giving a direct drive from the cylinder to the type bed. The internal gear allows the bed motion shaft to rise and fall without any loose connection or lost motion.

"The register is very superior, assuring constant and reliable register at all times. This is due to the improved design and the greater strength and stability of construction of all parts. A double register rack is used on the type bed (one on each side), which assures a perfect register the full length of the sheet."

"The inking apparatus has been improved to a high degree. The form vibrator rollers are of larger proportion than generally used, giving additional inking surface. These rollers are removable from the form rollers, giving easy access to all of the rollers at one time and without interference from each other. The table composition rollers are five in number and are interchangeable with the form rollers. Furthermore, the table rollers are revolved by a friction device which does away with all gearing and its accompanying noise. The fountain composition feed roller delivers the ink to a small steel roller in contact with one of the table rollers. The feed roller, also, can be set in contact with the ink table, if so desired. A pyramid roller and rider rollers on the form vibrator rollers are used, which, with the extra table roller, furnishes a greater inking capacity than has yet been devised.

"The sheet delivery consists of the usual fly mechanism and a continuously moving endless tape conveyor which delivers the sheet printed side up. The latter arrangement is entirely new and novel and operates on the double delivery system — being an endless tape conveyor with no reciprocal motion. This arrangement permits one sheet to be brought into position over the delivery table while another is being deposited on the table, and makes possible the delivery of sheets at a high rate of speed. In addition to the high speed, because of there being no reciprocal motion, the sheets are deposited leisurely on the delivery board, thus allowing ample time for the air to escape and the ink to set. Pressmen will appreciate these decided advantages.

"In designing his latest press, Mr. Miehle had in mind at all times ease and rapidity of assembling as well as convenience in removing any part of the machine.

"Particular attention has also been given to the convenience of the pressman. The type bed height is such that the form surface can be reached easily from the floor, but, if desired, a step may be used to reach the form at the farther end.

"The cylinder platform is provided with a hinge arrangement whereby it can be held swung up out of the way of the form. This allows the platform to be kept in position at all times.

"The rear end frame is so constructed that the pressman can step over it onto a platform inside of the end frame, thus enabling him to reach the impression cylinder conveniently, whether the feed board is in a raised position or not. Weights are provided to balance the feed board in order that it may be raised without effort. This allows the pressman to stand in an erect position when making ready, for the air cylinders are set forward and bolted onto the tracks instead of to the end frame.

"Access to the table rollers may be had by raising the delivery frame and delivery table. These may be raised or lowered with little effort, by means of two cranks, and they may be operated together or independently while the press is in full operation. By means of this independent adjustment, the relative positions of the delivery frame and delivery table may be changed at will.

The cylinder raising and lowering impression mechanism is of the toggle type. The use of toggles permits of shorter impression rods. The use of these toggles also permits of placing the impression adjusting screws in a convenient position, only one screw being used for this adjustment at each side of the press.

"Many other advantages and improved features might be described but the length of this article will not permit.

"Suffice it to say that a number of prominent printers from New York City and other points have visited the Robert Miehle & Son plant. After seeing the press in operation they have all agreed that it is a masterpiece.

"The firm of Robert Miehle & Son is in no way connected with the Miehle Printing Press & Manufacturing Company.

"Mr. Miehle needs no introduction to the printing trade. At the age of twelve he began his career in a printing office and worked his way up to the position of journeyman, at which time he became a member of the Chicago Printing Pressmen's Union, in which he was voted to honorary membership when he embarked in the manufacture of printing presses. While a pressman he conceived ideas of improvements in printing presses, which he put into practice in the year 1886 by building a large two revolution press for his brother, who used this machine successfully for nine years.

"After building this first machine, Mr. Miehle made and marketed two more presses while still working at his trade of journeyman. These machines attracted considerable attention at the time and in the year 1890, resulted in interesting Mr. S. K. White, a machine manufacturer, and others who associated themselves with him to buy patent rights. They formed the Miehle Printing Press & Manufacturing Company, with which concern Mr. Miehle remained for twenty-one years, leaving them February 1, 1911, to engage in business for himself. Since launching his own company, Mr. Miehle has developed and perfected the press described above. In this work he has been ably assisted by his son, Robert F. Miehle, Jr."

* * *

THE KEYSTONE EXHIBIT AT THE TOLEDO EXPOSITION

In the big Terminal Building at Toledo, where the million dollar exposition for printers was held during the week beginning September first, the display of Keystone steel equipment in the exhibit of the Keystone Type Foundry, attracted very favorable attention.

The display occupied a platform at the north side of the building, taking up a space of 30 by 40 feet, and included about thirty exclusive pieces of steel furniture. The designs, covering arrangements for both printers and publishers, and the many new features, all original with the Keystone, made this exhibit one of the most important at the exposition.

The Keystone Type Foundry Exhibit

The exhibit was in charge of Mr. John H. Taylor, manager of the Keystone's Detroit house, and Mr. F. M. Bashelier, a Keystone efficiency engineer, who, with a capable staff of assistants, were kept busy showing their many visitors the possibilities and usefulness of this modern equipment.

It was through the courtesy of the Keystone Type Foundry that the "Expo News," published daily in the building, was made possible. This company furnished gratuitously all of the display type and material required for making up as well as the use of their exhibit for the complete handling of the paper throughout the week, and the facility in which it was handled gave a very practical demonstration of the efficiency of Keystone steel equipment.

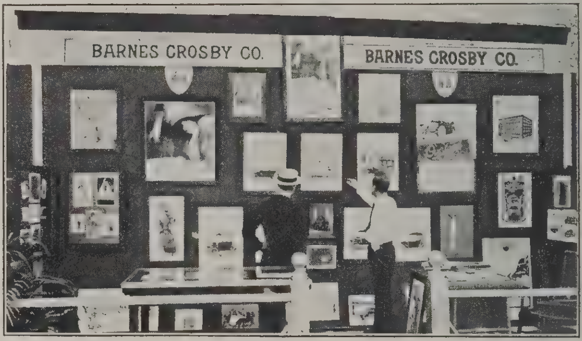
* * *

MIEHLE EXHIBIT ATTRACTIVE

The Miehle Printing Press and Manufacturing Company exhibit at the Exposition was an attractive one and the No. 2 Four Roller Miehle Press was inspected by a large number of visitors. Messrs. C. L. Christeson and James A. Wood were in charge.

THE BARNES-CROSBY EXHIBIT

One of the most interesting exhibits at the Million Dollar Exposition of the Central States Printers, Binders and Photo-engravers, was the display of Barnes-Crosby Company. In addition to a representative collection of original designs, finished proofs, etc., there was an interesting demonstration of the various steps in the photo-engraving process. Among the original drawings was the huge poster design recently reproduced in six colors for the Overland Automobile Company. W. S. Miller, the Toledo manager of the Barnes-Crosby Company, who arranged the exhibit, distributed small sets of progressive proofs to the hundreds of visitors who stopped at the Barnes-Crosby booth.



The Barnes-Crosby Exhibit

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MERGENTHALER LINOTYPE COMPANY EXHIBIT — TOLEDO EXPOSITION

During the course of the Printers' Exposition in Toledo the Mergenthaler Linotype Company had on exhibition one each of their models Eight, Nine and "K" Linotypes, and also an Improved Lead and Rule Caster. In addition to the linotype equipment there was also demonstrated in their space a Thompson Typecaster and a Miller Saw-Trimmer.

The exhibition gave the printers a very comprehensive idea of the advantages of multiple magazine linotypes. The machines were equipped with the very latest type faces, were in the hands of competent operators and demonstrations were given during the entire course of the convention.

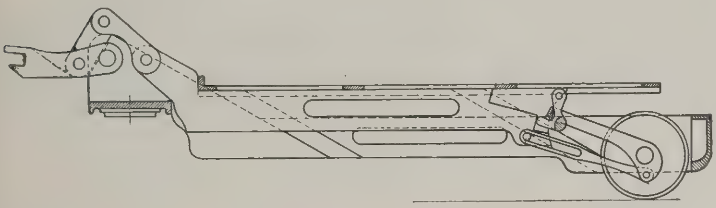
The booth was very tastefully arranged, the background carrying a large number of specimens of linotype composition, some of the most intricate work that has ever been turned out on the machine having been displayed to good advantage during the course of the convention.

The exhibit was in charge of Mr. E. W. Hayden, who has been the Ohio representative of the Mergenthaler Linotype Company for a number of years.

F. Wesel Mnfg. Co. Exhibit
Large iron imposing surface, holding specimens of all styles of "Final" plate mounting bases (at front of booth). Machines at back: Radial Arm Router, Automatic Web Proof Press, Electric Proof Press, Printer's Saw Table with Shoot Board and Squaring Plane. Cases of small tools, brass rule, etc.

THE MILLER TRUCK IN "ALL METAL."

The Miller Incline Truck Company, of New York, has perfected and put on the market another lifting truck of an all-metal construction, operated with a lever, which is a wonder for moving piles of paper without handling the same. This has been given the preference over the truck with the screw mechanism in shops where loads of from one thousand to three thousand pounds are moved. A feature of the lever truck is that it has four wheels, none of which project over the side of the truck. There is, therefore, no danger at all of upsetting a load. The entire truck is no higher than its wheels, which are seven and one-half inches high, and the raising, locking, lifting and releasing mechanisms are all in one, requiring only one operation. A pull downward of the lever raises and locks the truck, and another downward pull releases it. The raising capacity of this truck is two and one-quarter inches, and it will lift up to 3,700 pounds. Write to the Miller Incline Truck Company, 561 West Fifty-seventh street, New York, for more complete information. An announcement of this company appears in another section of this issue.



HIGH SPEED PRESS EXHIBIT

American High Speed Press Company, New York, had an interesting exhibit at the Toledo show. The machines on exhibition attracted the attention of scores of inquiring printers and their satisfaction with the demonstrations resulted in the placing of orders.

The Standard High Speed Automatic Job Press, built by this firm, is a bed-and-platen press which automatically feeds, prints to perfect register and delivers any ordinary print paper up to 120 or 140-pound card at a speed up to 3,500 impressions an hour. The Standard prints from flat forms of cuts or type, and because of its broad scope will handle ninety per cent of the job work of the average job office. It is not necessary to confine the Standard to special stock or to long runs to make it profitable, runs from 1,000 impressions up being practical.

The feeding device is so arranged that the stock is fed from the bottom of the pile, making no interruption when more stock is added. The change from "single" to "double-feed" or vice versa can be made in five minutes, and the adjustments for changing from tissue to cardboard require less than one minute.

A form may be "positioned" on the Standard quicker than on an ordinary hand-fed job press, because the forms are locked to a "head line" in the chase, and after the form is put in the press the operator has only to set four thumb-screws and the side guide.

The Standard is designed for speed and strength, and is so simple in construction that a machinist-pressman is not necessary.

WILL SELL HANSEN MANUFACTURES IN CHICAGO

An announcement of interest to printers and publishers of the Central West is that the manufactures of the H. C. Hansen Type Foundry will be sold in Chicago and contributory territory by the William Thomson Printers Machinery Company of Chicago.

A complete supply of Hansen Type Foundry type and other supplies will be kept on hand in the store, ready for delivery and shipment. This means that type, borders, rules, machinery and other products of Hansen skill may be purchased with the same satisfaction as orders are filled by other local supply houses.

The William Thomson Printers' Machinery Company is anxious that the trade shall become thoroughly familiar with the service furnished by them. The sales force includes men who are familiar with the needs and requirements of printers and publishers, and have a knowledge, too, of what machines and other material is necessary in different classes of offices.

As may be seen by reading the announcement published elsewhere, the Thomson Company is enthusiastic in pushing Hansen manufactures, and expects to introduce the output of the Boston house into many offices where it has hitherto been unknown or unused. Mr. William Thomson is the president and treasurer and Mr. Frank J. Shead the secretary.

THE NEW KANSAS CITY HOUSE OF THE KEYSTONE TYPE FOUNDRY

On September 8 the Keystone opened their new house at the southeast corner of Baltimore Avenue and Seventh Street, Kansas City. This house will be in charge of Mr. Fred Cornell, one of the best known printers' supply men in the Southwest, and whose hosts of friends will welcome his association with a house so well and favorably known for its high grade products, service and fair treatment of its patrons as the Keystone.

The phenomenal growth of this company during the past few years is evidence of the confidence of the printing trade in general. The Keystone Type Foundry has now many good friends in this section, but believed that with a house situated in Kansas City they would be better able to serve their old friends and to give all printers of the great Southwest the kind of service they require and which the Keystone will furnish.

The office and show room of this new house of the Keystone is equipped throughout with steel — ceiling, shelv-

THE NATIONAL PRINTER-JOURNALIST BOOTH AT THE TOLEDO EXPOSITION
Ed. E. Sheasgreen Theo. J. Turner B. B. Herbert Benj. S. Herbert
H. J. Weber
Henderson Lithographing Co.
Cincinnati

ing, desks, filing devices, etc.— making it modern in every sense of the word, and further emphasizes the growing popularity of steel in outfitting all modern printing plants. It is the only type foundry office and salesroom in the United States completely equipped in steel.

The Keystone Type Foundry manufactures and sells type and material that please printers everywhere, and are the originators of printers' steel equipment, an innovation for the good of the printer which has been accorded such a welcome that, though a comparatively infant in-

dustry, they have just been forced to build additional manufacturing space to their already large factory at Chester, Pa.

WASHINGTON BRANCH OF BARNHART BROTHERS & SPINDLER IN NEW HOME

The Washington, D. C., branch of Barnhart Brothers & Spindler is now located in a new building, 1224 H Street, Northwest, as shown by the illustration.

This building was erected according to plans especially designed for a printers' supply house, and is of great strength, being of steel and brick, well lighted and ventilated, and is in the new business section of Washington, in which the paper houses and printers are fast locating.

A complete stock of material of all kinds ensures a prompt handling of all business. The force of salesmen, clerks, and other employes, is of such a character as to guarantee intelligent service.

* * *

"K. B." BLANKS PROFITABLE TO PRINTERS

The use of "K. B." blanks will be found profitable to printers. The blanks are bond or stock certificates, steel engraved, in the very best bank note style.

The originality and exclusiveness of design, and the lavish expenditure of work in their production, render counterfeiting practically impossible.

The text may be printed upon the blank forms with a result that is gratifying to printer and customer. The latter is pleased with the workmanship and reasonable price for the service and the former is able to count in a little more profit on the job than he would ordinarily receive. "K. B." blanks are furnished by Kihn Brothers, 99-103 Beekman Street, New York.

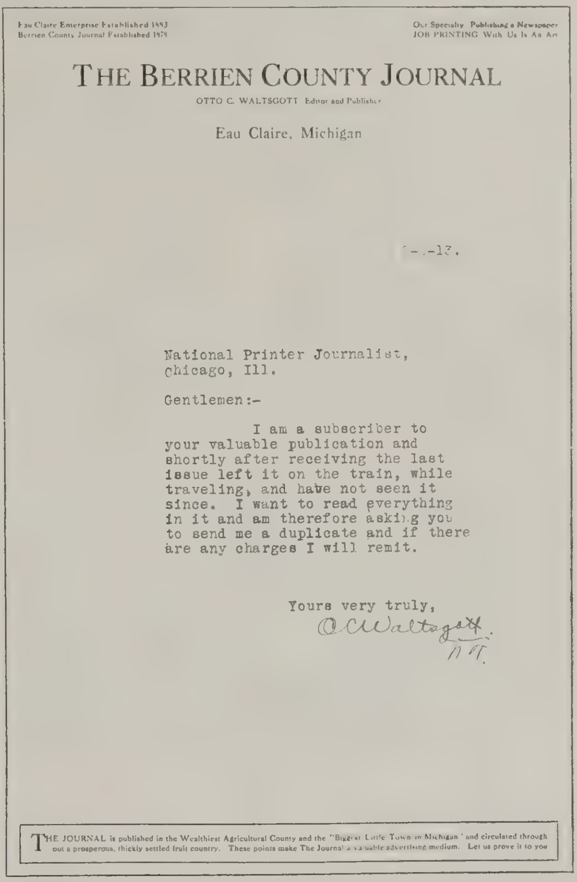
* * *

A NEW SPACE AND QUAD DEVICE

Mr. C. W. Lutdke, Jr., of Markesan, Wis., has been granted a patent on a new space and quad case. Mr. Ludtke furnishes the information that his invention is in constant use in the Markesan Herald office, and that he thinks that is a great labor saver as well as a useful device for saving spaces and quads, as it requires only a fractional quantity of the material to supply the office than formerly when the spaces and quads were kept in all of the cases.

The object of this case is to keep the spaces and quads in the small cases which rest in the blank case at the top of the rack or cabinet, instead of having each type case supplied with spaces and quads. Each of these space and quad cases is supplied with a full font of spaces and quads of a certain size and have two trunnions which fit into the slots in the type cases. (These slots are simply holes bored in the rim of the type case.) When wanting to set out of a type case containing six point type, it is only necessary to take the six point space and quad case out of the blank case and attach to type case. When finished setting, it can be instantly returned to the blank case, and so on with any size, as each space and quad case is supplied with a different size font of spaces and quads.

One blank case holds eight small cases, consequently contains eight different sizes of spaces and quads, or the sizes from six point to thirty point, or any other sizes wanted. The space and quad cases will hold a five-pound font of spaces and quads. This arrangement serves the same purpose as the full size stationary space and quad case now on the market, which holds eight fonts of spaces and quads, but has the additional advantage of being able to remove the different cases as when setting some body matter from a certain case of type, the spaces and quads can be instantly attached to the type case instead of being compelled to space from the space and quad case at the top of the cabinet or rack, as is necessary in the old style case.



Eau Claire Enterprise Established 1883
Berrien County Journal Established 1878

Our Specialty Publishing a Newspaper
JOB PRINTING With Us Is An Art

THE BERRIEN COUNTY JOURNAL

OTTO C. WALTSGOTT Editor and Publisher

Eau Claire, Michigan

-.-13.

National Printer Journalist,
Chicago, Ill.

Gentlemen:-

I am a subscriber to your valuable publication and shortly after receiving the last issue left it on the train, while traveling, and have not seen it since. I want to read everything in it and am therefore asking you to send me a duplicate and if there are any charges I will remit.

Yours very truly,
O C Waltsgott

THE JOURNAL is published in the Wealthiest Agricultural County and the "Biggest Little Town in Michigan" and circulated throughout a prosperous, thickly settled fruit country. These points make The Journal a valuable advertising medium. Let us prove it to you

A neat letter on neatly printed stationery

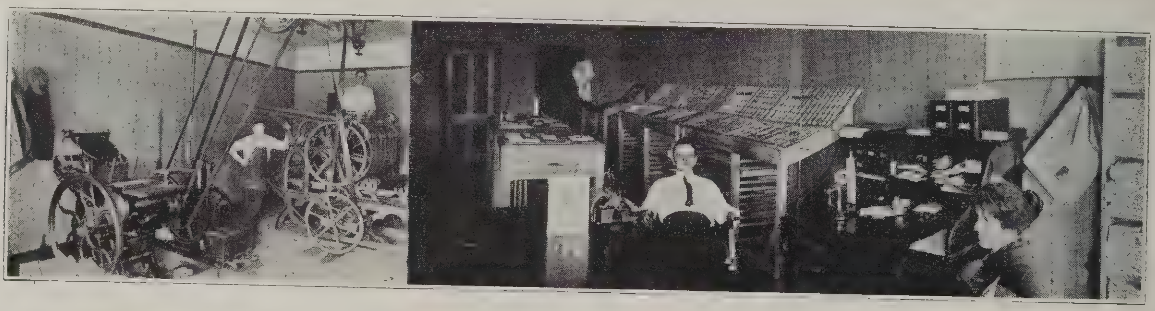
The advantage of this arrangement is that the compositor always has a full and complete font of spaces and quads to set from. This is particularly an advantage when setting from a triple case in which there are not boxes enough for the different sizes of spaces and quads. Besides, two of these blank cases filled with these space and quad cases will supply enough spaces and quads for a large composing room, whereas if each case was filled with spaces and quads it would require a large amount of spaces and quads, and then some of the cases would not be complete with a full font of spaces and quads all of the time.

* * *

PRIZES FOR BEST RESULTS IN USE OF PRINTING INKS

Charles Eneu Johnson & Co., the well-known printing ink makers, announce a very interesting contest. They will pay the sum of $450 in cash prizes, to be awarded to the successful entrants in a competition for the best results obtained from their printing inks. The awards are to be made for the best examples of half-tone and four-color process work, and the following well-known New York authorities have consented to act as judges: Mr. Charles Francis, of the Charles Francis Press; Mr. J. W. Bothwell, of Theo. L. De Vinne Co.; and Mr. John Clyde Oswald, of the American Printer.

The awards are to be made in connection with the great Printing Exposition, to be held in New York in April next, and will undoubtedly prove an attractive feature of the exhibit to be made by Charles Eneu Johnson & Co.



Office of the Worth, Mo., Tribune
Editor and Publisher D. C. Simons at the desk

Further announcements will appear in subsequent issues of the National Printer-Journalist, and full details may be obtained by writing to the main office of the house at 509 South Tenth Street, Philadelphia, Pa.— Adv.

* * *

Toledo, O., August 13—There is a new "ready print" service concern in the Northwestern Ohio field. The Publishers Press Co., is the caption of the new organization which is an incorporated company with a capital stock of $10,000. The incorporators are R. C. Spohn, B. B. Bell, J. F. Swalley, L. D. Woods and F. R. Swalley.

The new company has taken over the business of the Ohio Advertising Co., which has been furnishing ready print service in a modest way for rural newspapers in Northwestern Ohio for a year or more.

The new concern expects to branch out largely in the "ready print" business and a complete plant for turning out the printing is being established in Toledo. The concern now has contracts with 50 rural newspapers in Northwestern Ohio and Southern Michigan to furnish them with ready print service but expects to branch out largely from this nucleus. A branch office will be established immediately in Detroit and later in other cities. The officials of the new company have some novel ideas which are being worked out in an original and snappy "ready print" service and they also have a co-operative plan, through which the publisher becomes a profit-sharer in the undertaking.

* * *

CARING FOR THE IMPOSING STONE

All competent mechanics agree that the proper care and use of tools and fixtures greatly increases their value and length of usefulness, yet in many print-shops that most necessary requisite — the imposing stone — is often subjected to much abuse and careless treatment, so much so that the matter finally becomes a sore trial to those who appreciate good tools and appliances and enjoy seeing them kept in good condition.

In spite of precautions, careless pressboys or green stonehands will slam forms about upon the marble slabs with sufficient force to cause innumerable mars and scratches, while the apprentice occasionally straightens out a bent space by laying the same upon the stone and applying a few gentle (?) taps with the quoin-key or hammer! Shades of Ben Franklin! Is it any wonder we must figure ten to twenty-five per cent depreciation on composing room equipment to be added to the "overhead" which, like the goblin in the fairy story, is sure to "get you, if you don't watch out!"

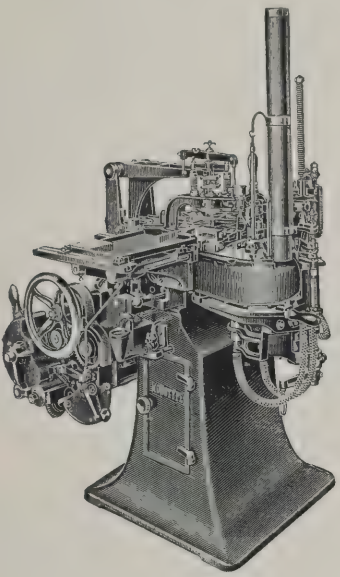
Frequently, from its location, the imposing stone receives extra rough usage on certain portions of its surface, and in such cases where one side or end of the stone is in more continued use than the opposite part (with consequent increased wear), it is sometimes advisable to reverse the stone, so that the unused part becomes available for use.

This may be done without turning the framework by simply removing the boards along the sides of the stone (often called the "coffin") and lifting the stone clear from the frame, swing it around to the position desired.

When the entire surface has become badly worn, this method will not be of much help, but even then the fixture is far from being through with service, for by telling your troubles to any monument dealer in your town, you may secure the services of a "stone doctor," who, for a consideration will polish off the rough surface and make it actually "as good as new." In this way a considerable saving is effected, as this operation may be done without removing the stone from your composing room and at an expense of but a few dollars at the most, while the cost of a new stone ranges from fifteen to twenty dollars, depending on the size and quality of the stone purchased.

ROSCOE E. HAYNES.

Fairport, N. Y.



For the
Country Daily
Country Weekly
and
Semi-Weekly

The Monotype does all the work of the shop on news and ads and casts all display type for job composition 5 point to 36 point.

With the Monotype, and not with any other composing machine or type caster, you get Economy of operation and Versatility in handling all kinds of work.

Lanston Monotype Machine Company
Philadelphia

New York,
World Building

Boston,
Wentworth Building

Chicago,
Rand-McNally Building

Pacific Coast,
588 Sixty-third St., Oakland, Cal.

Toronto,
Lumsden Building

Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey No. 55, Havana

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

OLD TYPE WANTED—Cash or exchange. Empire Type Foundry. (Not in the Trust), Buffalo, N. Y.

FOR SALE—One Goss Clipper Press, with full stereotype equipment, printing from four to eight page papers, seven to eight columns, at an average speed of eight thousand per hour. This press is in first-class condition, and for quick sale will make a bargain price; terms satisfactory to purchaser. Glens Falls Publishing Co. C. V. Furness, General Manager.

AN OPPORTUNITY—To anyone who desires to start in the printing business or wishes to increase their equipment at a low price; get in communication with me at once. I have a complete plant that cannot fail to interest anyone who is wide awake. R. L. Lewis, Batavia, Ill.

FOR SALE—A 6-column quarto 2 revolution Hoe press in good condition. Just the thing for combination newspaper and job office. For particulars address the REPUBLICAN PUBLISHING CO., HAMILTON, OHIO.

STEEL DIE EMBOSSING

Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.

AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

Bargains in Printing Presses

FOR SALE

FOR SALE—Three-deck press, prints 4-6-8-10-12-14-16-18-20-24 pages. Overhauled and rebuilt. Will sell at very low price. THE GOSS PRINTING PRESS CO., CHICAGO ILL

FOR SALE—Four-deck press, prints 4-6-8-10-12-14-16-20-24-28-32 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One Flat Bed Perfecting Press, prints 4-6-8 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One 3-deck Duplex Tubular Press. Prints 4-6-8-10-12 pages. Taken in trade for one of our Straightline Presses. Tubular press will be sold at a bargain. GOSS PRINTING PRESS CO., 16th St. & Ashland Ave., Chicago, No. 1 Madison Ave., New York City.

WANNER

MACHINERY CO.
A. F. WANNER PROP.

Swink Cylinder Presses, Golding Job Presses,
Chandler & Price Machinery,
Hamilton Wood Goods,
Allen Vibrator, Challenge Machinery,
Special Machinery for Press Rooms.

MACHINERY FOR PRINTERS AND BINDERS

Automatic Machines—Toledo, Web, Falcon.
Jobbers—Chandler & Price, Golding, Gally Universal.
Cutters—Chandler & Price, Diamond, Advance.
Stitchers and Punches—Monitor, Southworth.
Perforators—National, Monitor, Burton.
Proof Presses—Vandercook, Potter.
Blocks—Challenge, Wesel, Meisel, Wilson.
Motors—Crocker-Wheeler, Kimble.
Folders—Omaha, Mentge's, Anderson, Brown.
Wood Goods, Wood Type—Hamilton Composing Room Furniture.

Largest Stock of Rebuilt Machinery
Newspaper Presses
Write for Circulars

703 S. Dearborn St., CHICAGO

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz with extra tongues.

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting Great in efficiency Method of attaching does not interfere with raising tympan

Only **$4.80.**

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60 Duane Street, New York

From us or your dealer. *Free Booklets.*

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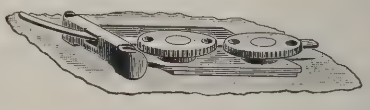
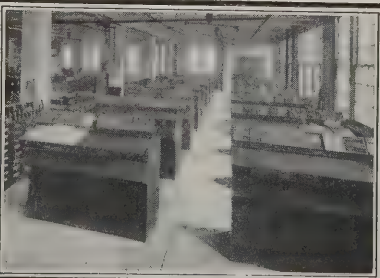


Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues.



Keystone Steel Equipment

Promotes Efficiency in the Highest Degree

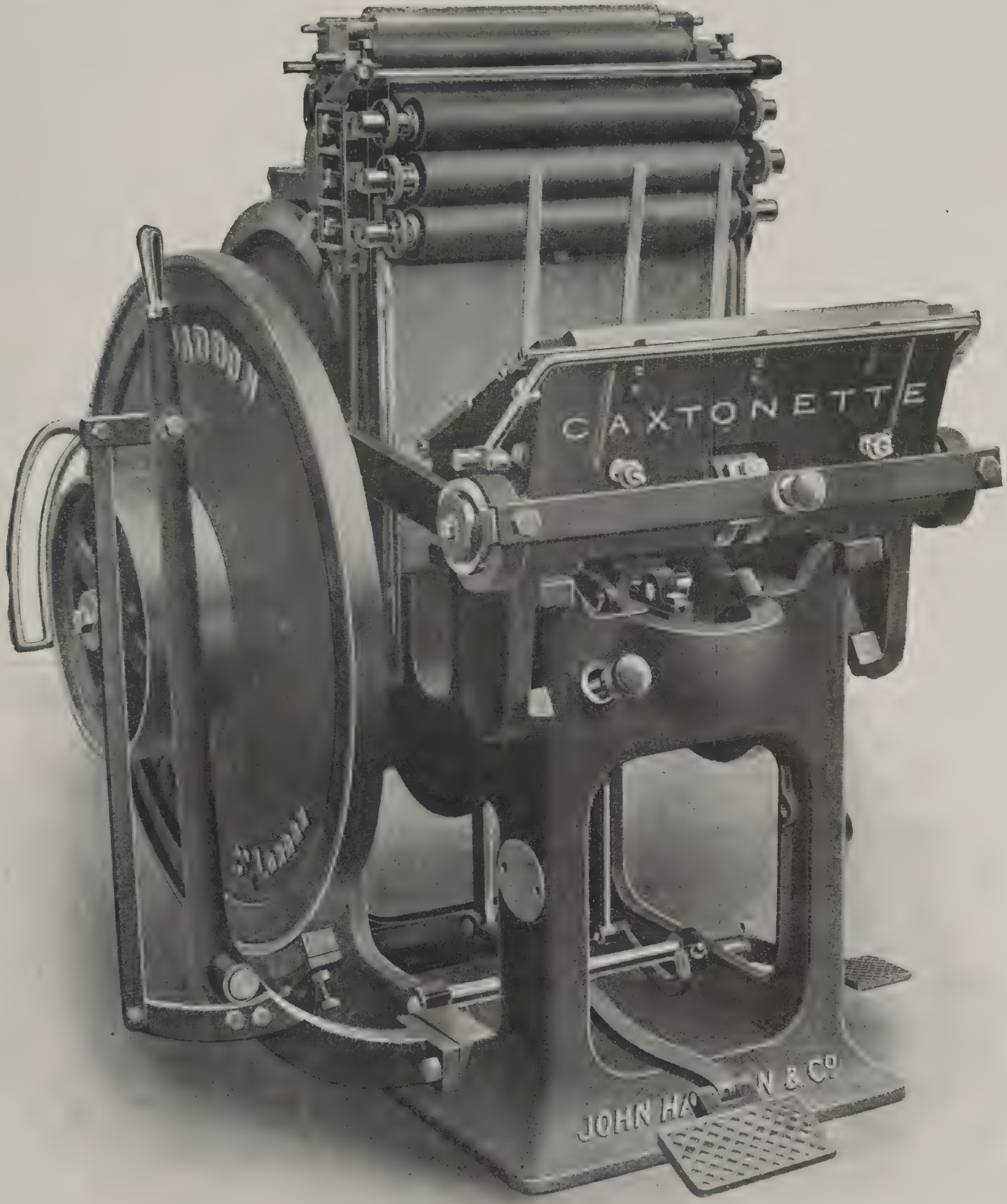
FIRE-PROOF SANITARY HANDSOME

Cuts show views of a large composing room fitted out completely with Steel Equipment

KEYSTONE TYPE FOUNDRY
Philadelphia, New York, Chicago, Detroit, Atlanta, San Francisco

BABY CAXTON

Latest Achievement in the Building of a Small but Powerful Press



For prices and further particulars apply to

H. Hinze Machinery Co., Tribune Building **New York**

Sole American Agents for ALL Caxton Presses

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Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist
STATION X, - - - CHICAGO, ILL.

Printer's Account Book

A TIME AND MONEY SAVER. 200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5.00. Book measures 11¾x15¾ inches.

National Printer-Journalist, Station X, Chicago.

ART CALENDAR BACKS!

WALL POCKETS! ART BLOTTERS!

FANS! RULES! NOVELTIES!

PICTURE, PAPER & PRINTED SPECIALTIES!

Buy your wholesale supplies direct of the Manufacturers and Importers "First hands tipped to you for Everything in Advertising, Souvenir and Premium Goods." Free Buyers' Information Service. We will tell you where to obtain anything you are in need of in *your* field, or *ours*.

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2. a year; 20 cents a copy; *No Free Samples.* Subscribe today and get 192-page book, "The Premium System of Forcing Sales: Its Principles, Laws and Uses" **FREE!**

"There is a tide in the affairs of men,
Which, taken at its flood, leads on to fortune;"

BUT—

Ye Gods! How a dilatory typesetter can upset a printers plans!

Are you handicapped in this way?

When a printer needs composition, he wants it at once, and he should be in a position to get it. We can give you a service when you want it. We are typesetters for some of the most successful printers in Chicago and are anxious to add you to our list. We cater to the wants of particular printers.

We have the necessary facilities and ability for prompt service—auto truck deliveries of the larger shipments; hourly messenger boy service for collecting copy, delivering small orders and proofs. Send us your work—it will pay you.

"M & L" Typesetting Co.

Telephone Lakeview 2515 4015 E. Ravenswood Park

MONOTYPE AND LINOTYPE
COMPOSITION AND MAKEUP

CHICAGO

Quick-Acting—that's the key note

Miller Universal Saw-Trimmer

No matter what operation is required—from key mortising to planing cuts type-high—your printers get speedy, accurate results. Quick-acting gauges. Quick-acting vises. Quick-acting cutting tools.

That's the Miller

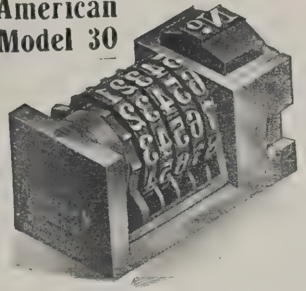
The only Accurate Type-High Planer for the Printer
Will plane ordinary sized cuts five per minute

EASY TO OPERATE. EASY TO BUY. EASY TO PAY FOR.

ORDER THROUGH YOUR DEALER. **Miller Saw-Trimmer Co.,** POINT BLDG., PITTSBURGH, Pa.

Miller Router and Jig-Saw

American Model 30



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Impression of Figures

BEST MACHINE
LOWEST PRICE

A perfect mechanism of the very highest grade possible. Steel throughout. Every machine tested in a printing press and guaranteed accurate.

Price, 5 wheels 5.00 Price, 6 wheels 6.00

For sale by dealers everywhere

American Numbering Machine Co.

224 & 226 Shepherd Avenue, Brooklyn, New York
123 West Madison Street, Chicago, Ill.
2 Cooper Street, Manchester, England

Let us Assist you in Lessening the Leaks in your Business— In Increasing the Profits of your Business.

Write Us Today

The Standard Cost-Finding Service Company

(Sheasgreen & Turner)

"To Standardize Cost Finding and Business Methods in every line of Endeavor"

1603 Monadnock Block - - - CHICAGO, ILL.

A Scientific Cost-Finding System Brings Scientific BUSINESS Management

A book of vital interest to both the employer and the employee, by ED. E SHEASGREEN, this Fall—THE PROFITABLE WAGE.

Before the TRUE COST of production can be known, the cost of producing labor must first be known.

CUT HERE

I am interested in **THE PROFITABLE WAGE**, by Ed. E. Sheasgreen. Enter my name on your advance list for one copy of the book, cloth-bound $2.00, to be remitted for as soon as received

Name..................

Address..................

City..................

State..................

Riessner's Combination Gold Printing Ink

for all kinds of paper. A pound sent, express paid, on approval. Send on your paper and I will print Gold Ink on it to show you

Specimens and prices on request

T. RIESSNER **63 Gold Street. New York**

AGENTS WANTED. A Good Side Line for Salesman.

TAKE NO CHANCES

Use the unmistakably dependable "Cutters that cut", the kind Royle makes.

Write for Booklet.

John Royle & Sons
Paterson, N. J.

Photo-Engravers' Machinery

ENGRAVED Cards & Wedding Invitations

OUR PRICE LIST SHOWS 92 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.

AMERICAN EMBOSSING CO., 192-94 SENECA ST., BUFFALO, N. Y.

Waste Effort vs. Efficiency

THE printers of the country, as individuals, are rapidly adopting the most up-to-date efficiency methods in conducting their business, and it is time that the different printers' associations and those organizations closely allied should also adopt efficiency methods in regard to their association work.

The idea of the Photo-Engravers holding their convention in one city in the country at one time of the year, and the other printers' associations all holding separate conventions in various other cities at different times, is certainly a waste of effort. It is the reverse of efficiency.

There have also been too many local expositions, and instead of all these haphazard meetings of the different associations in the Graphic Arts industry each year, there should be One Big General Meet in some large centrally located city once a year, and a Big International Graphic Arts Exposition held in that city coincident with it, but not in the same building as the meetings of the associations.

By this manner of procedure, a greater number of people in the Graphic Arts industry would get together each year than has ever heretofore assembled in one place at a given time, and the opportunities for organization work would be greatly enhanced.

The machinery and supply people would also benefit to a greater extent by being able to show their products to a greater number than by going into numerous local affairs; furthermore, it would be cheaper for them.

An exhibit of the best finished productions of the printers and lithographers throughout the country should also be held in conjunction with this exposition, so that the buyer of advertising and printing could attend and see all the fine work turned out, and thereby secure valuable ideas. The average printer has never had any feasible method presented to him whereby he could, at a small outlay, show samples of his work to the business public in general, and the above idea is the first practical plan advanced to enable him to attain this end.

An exhibit of the Paper Manufacturers and Distributors should also be a part of this finished production section, because it will put their representatives in direct touch with the specifiers of papers, as well as bring their lines before the business public in general.

This gigantic movement, as above outlined, is now under way, and it should be the duty of everyone throughout the Graphic Arts industry to "put their shoulders to the wheel" and do their part to help this Big Idea along. It is only by concerted effort that it can be carried out.

The machinery and supply manufacturers are sick, sore and tired of going into local shows and will not do it any more. They will patronize One Big National Affair each year.

Various printing establishments having numerous departments, such as photo-engraving, bookbinding, electrotyping, job printing, etc., are tired of sending representatives from each of their different departments to several conventions in different cities at various times of the year. Some large printing establishments complain that they have to send representatives to as many as twelve or fourteen meetings each year, and the cost of doing this is getting to be prohibitive, without considering the loss of time. They (these large establishments) are all in favor of this One Big Convention—One Big Show, in One Big City idea—each year.

The above ideas are being worked out now and are actually in operation; so "put your shoulder to the wheel" and help spread this information and boost the idea along. It is to your interest to do so.

The week of next April 18th to 25th will be the week this Big International Printing and Lithographing Exposition will be on in New York at the Grand Central Palace. During that same week there will be about 3,000 or 4,000 newspaper publishers, large and small, in New York from all parts of the country attending this Exposition, as well as the Convention of the American Newspaper Publishers Association and the Associated Press, which will be in session at the Waldorf-Astoria. The different associations throughout the trade, as well as the Convention Bureau of the Merchants Association of New York, are striving to obtain the Annual Convention of the National Employing Lithographers Association. The Typothetae of the City of New York has passed a resolution to formally invite the United Typothetae of America and the Ben Franklin Clubs of America to hold their next convention here.

Efforts are also being made to have the American Paper and Pulp Association hold their convention during that same week, instead of in February, as they have heretofore. In all probability, the National Editorial Association, if their convention is held in Richmond, will attend the New York show in a body that week, and when all these important factors are brought together, New York will see the greatest gathering of people interested in the Graphic Arts industry that has been gotten together before in one place in the history of the world.

A bill has been gotten through Congress whereby foreign exhibits for the Big Show in the Grand Central Palace can be entered duty free. In fact, all the arrangements are on a gigantic scale, and the whole affair will outdo anything of its kind ever held heretofore.

Begin now to boost for this Big General Get-together Movement for all you are worth. It is an economic measure that should have your support.

HARRY A. COCHRANE, President

EXECUTIVE OFFICES
200 FIFTH AVE., NEW YORK CITY
TELEPHONE, GRAMERCY 724

Manufacturers and Supply Houses: We will be short of space on the main floor this year—better secure yours now while you can get a good location.

Send for the list of those already signed.

National Printing, Publishing, Lithographing, Paper, Advertising and Allied Trades Exposition

New Grand Central Palace, New York City

April 18th to 25th, 1914

Unique Steel Blocks

must be good or they would not be so extensively used in the best printshops.

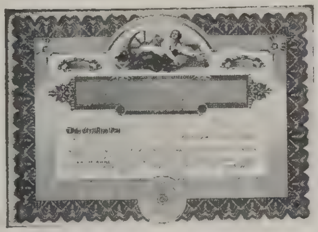
The reason is that they are

High in Quality, Low in Price.

Send for our catalog and price list.

Unique Steel Block Co.

Ken Avenue and Keap Street,
BROOKLYN, N. Y.



UNITED STATES BANK NOTES AND "K. B." BLANKS ARE ON A PAR

so far as workmanship can go to give the stamp of quality to securities. They are steel engraved like a bank note. They look like money. They feel like money. Crisp currency – that's the idea The only line of steel engraved blanks on the market. Do not confound them with other or lithographed blanks. This proposition should appeal to stationers and printers. Samples and prices on application.

KIHN BROTHERS Bank Note Engravers
99-103 Beekman Street, New York

Newspaper Writing and Editing

By Willard G. Bleyer, Ph. D.
$1.65, net. Postpaid

"No one but a practical newspaper man could write such a book. It is an account of how to be a thoroughgoing newspaper man—reporter, deskman, correspondent, make-up man, or headline writer. I think it admirable.

Robert Lincoln O'Brien,
Editor of the Boston Herald.

HOUGHTON MIFFLIN COMPANY, Publishers

National Printer-Journalist
4620 Ravenswood Ave. Chicago, Illinois

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Treas

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

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spaper Co-operation

d State Building

t and Conscience

More Work Publicity

Editing, Writing,

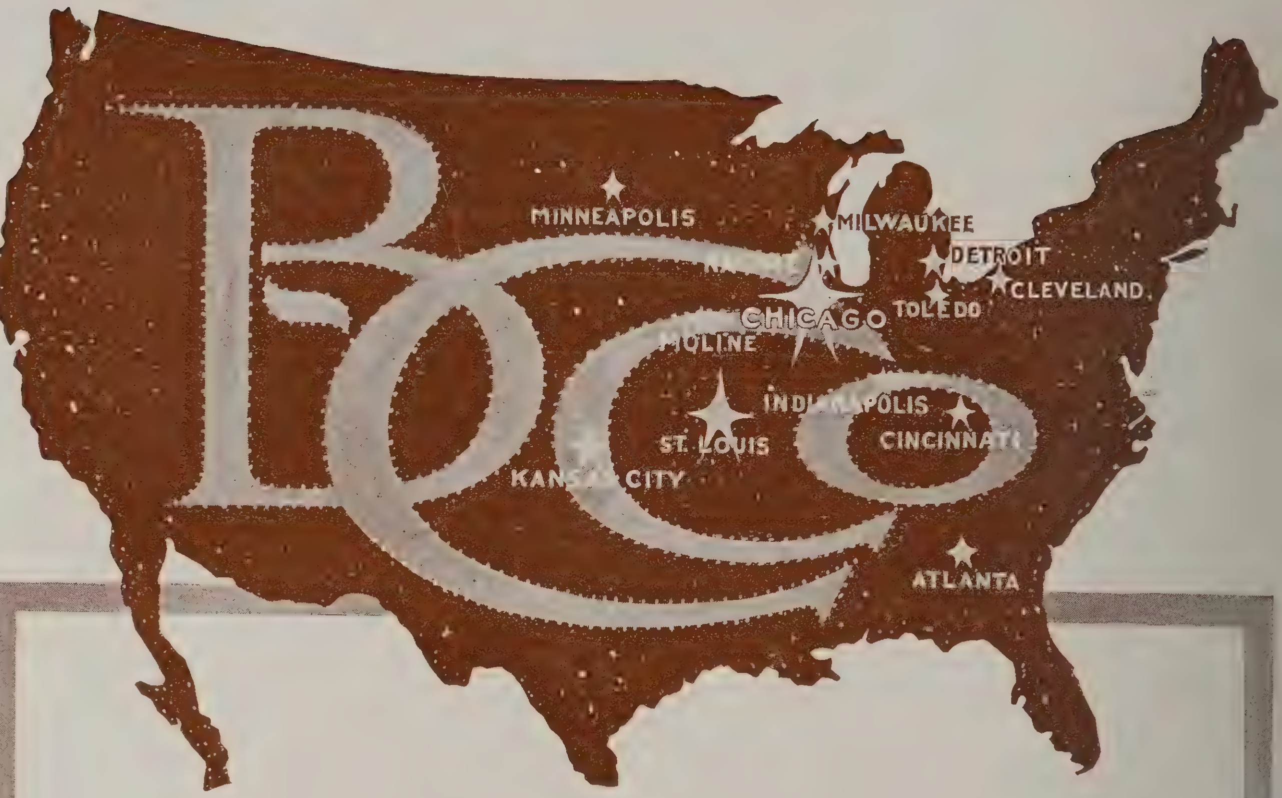
Accounting and Cost

Finding

NATIONAL PRINTER-JOURNALIST

4618 Ravenswood Ave.
CHICAGO
ILL.

Volumn 31, Number 11
NOVEMBER
1913



Selling Engravings to the Nation

Because of the detail and the individual attention involved in the production of illustrations and engravings it was long supposed that no engraving concern could satisfy more than a local demand.

Back in 1902 ***Barnes-Crosby Company*** took the first step in shattering this fallacy by installing a branch office at Detroit. Since that time not a year has passed that has not seen a new B.-C. office established.

Today, with two immense manufacturing plants located in Chicago and St. Louis, eleven permanent branch offices and a force of traveling salesmen, Barnes-Crosby Company stands as the highest type of business organization.

Our experience in meeting the varying needs of so many customers is part of the intrinsic value you secure in dealing with us. The above map will help you to locate our nearest branch office.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

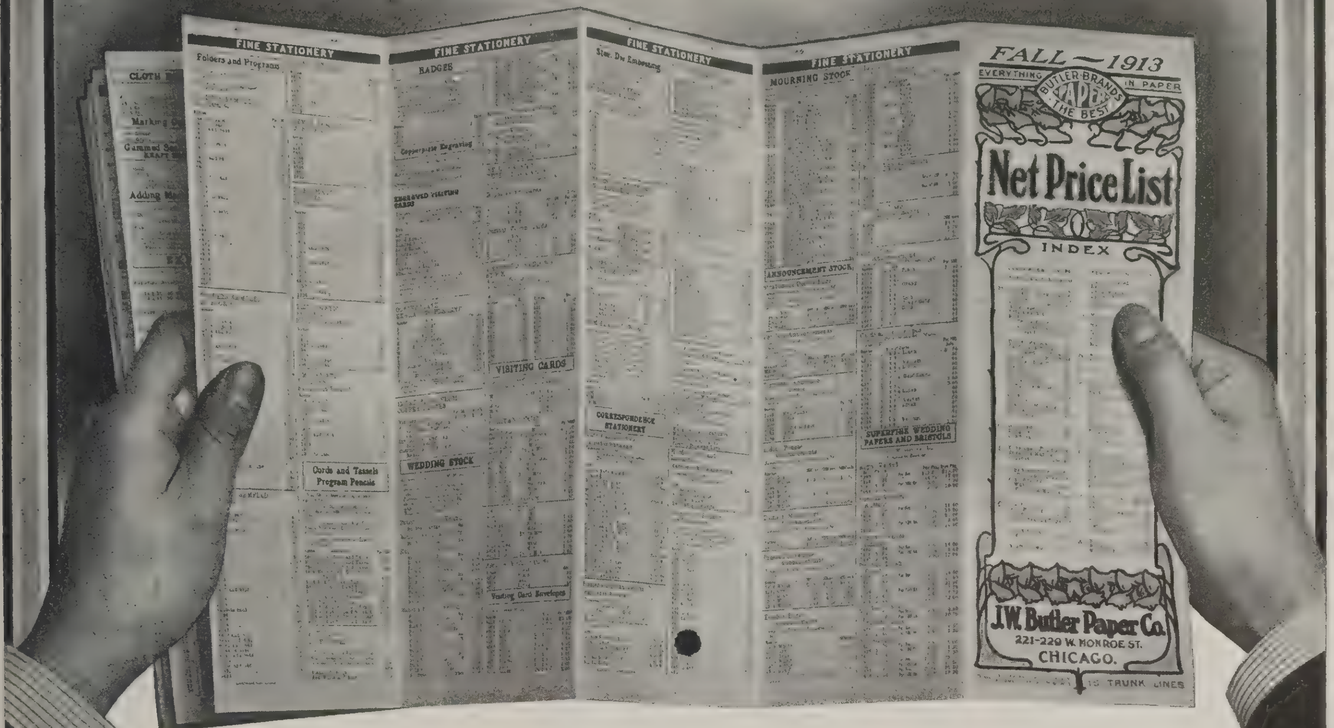
Artists : Engravers : Catalog and Color Plate Makers

226 W. Madison St., Chicago   11th & Locust Sts., St. Louis

Branch Offices and Art Departments in Eleven Principal Cities

Fine Stationery

You'll find it *Better* here



For the convenience of the trade we have included everything formerly shown in our special Fine Stationery Catalog in our general Net Price List. This is an important change which, we have reasons to believe, will be welcomed by our friends who hereafter will have but one place to refer to for everything carried by us. Advertising Calendars, Fans and Commencements, the designs of which frequently change, are covered separately as in the past.

There is a profitable field open to every printer in the sale of such lines as are indicated by the headings shown in the above reproduction of the Stationery Section of our Net List. For instance: Every man and woman is a prospective buyer of business or social cards, printed or engraved. How much of this business are you getting now? There may be a dozen or more business and social clubs in your vicinity whose orders for Dance Programs, Folders, etc., you can get if you go after them. Equipped with our samples you'll easily corral many orders that are now going elsewhere.

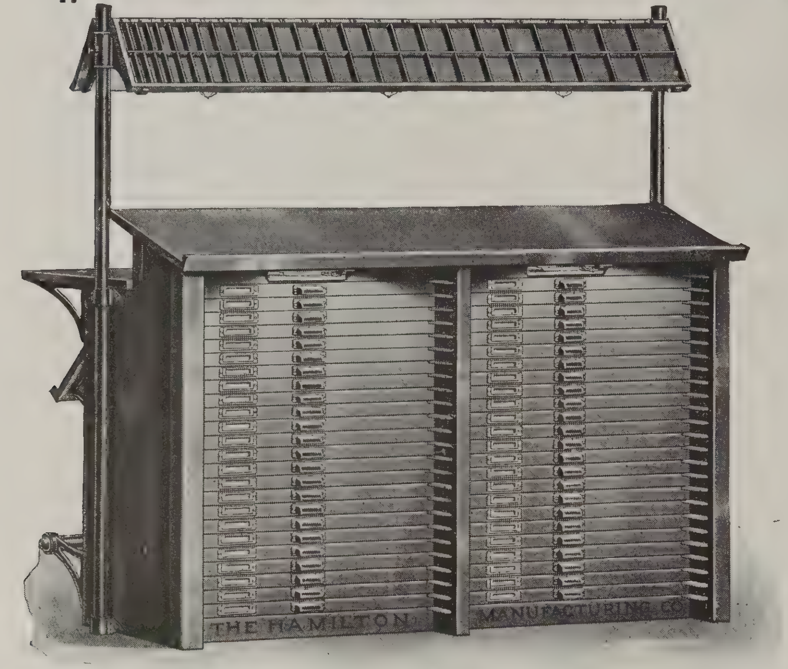
Give this subject serious thought, keeping in mind that to handle these lines means no investment in equipment, practically no expense whatever, and orders may be solicited during slack times. It's a good business proposition. One season's results will show you the opportunities you have overlooked. Remember, too, we protect you by selling only to the printer. Write today and we will send complete information.

J. W. Butler Paper Co. CHICAGO. ESTABLISHED 1844

BUTLER·BRANDS ·PAPER· THE BEST

HAMILTON COMPOSING-ROOM FURNITURE

IN ALL STEEL OR WOOD CONSTRUCTION


THE HAMILTON MANUFACTURING CO.

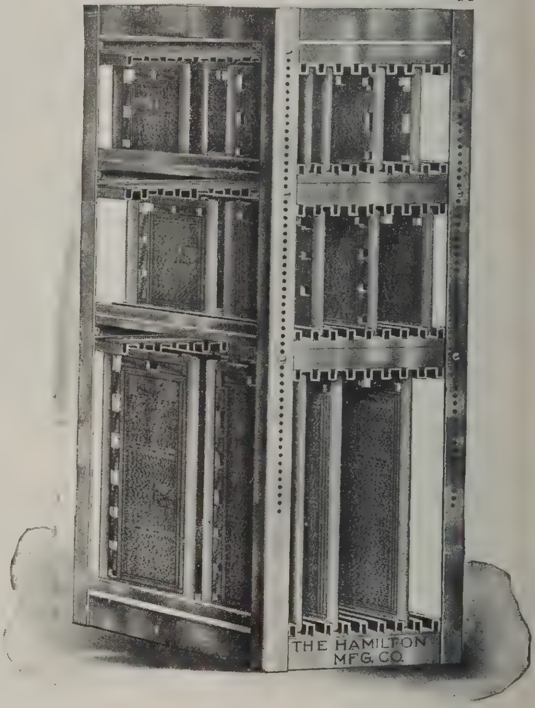
HAMILTON STEEL CABINET NO. 472

For ad.-rooms of magazine houses and newspapers; also catalog printers. Contains 48 deep cases. The overhead bank shown is divided same on both sides. The sloping bank provides for composition and make-up in the usual way, while the flat surface on the opposite side provides a make-up table just the right height from floor for making up large ads., catalog pages, etc., where small cuts and lino. matter predominate. The dump below this surface is also included with the cabinet. Electric lights and foot-rail are extra.

The Hamilton policy and aim is efficiency in the composing-room—i. e., by saving footsteps, which means time, and by saving valuable floor space, which means not only less rent for the composing-room to bear, but a shorter distance for workmen to walk.

We do not stop here, for not only do we make many Cabinets that are equipped with all the necessary materials in a minimum space, but we also supply a variety of Cabinets, some one of which is just the kind you need for your particular class of work—a Cabinet arranged to make the work of the compositor easier to do because it is just fitted for your peculiar conditions.

The accompanying illustration of our Cabinet No. 472 is for large catalog and magazine printers; also for the ad.-rooms of newspapers. It is only one of many. It may not be the right one for you, but we have one that does fit your needs—one that will give you the greatest possible saving. Tell us your peculiar conditions and requirements; we will make recommendations. We have done this for thousands of printers who say we have saved them from 10 to 20% in labor and from 25 to 50% in floor space. If your composing-room is costing too much per hour and you want to reduce it, let us help you.


THE HAMILTON MFG. CO.

THE BULLEN ADJUSTABLE CHASE RACK NO. 466

As arranged for job chases. Capacity, 16 chases each, 8 x 12, 10 x 15, 14 x 22. One great advantage of this rack is the supporting guides at top and bottom for chases, which prevent damage to the type-faces so often occurring in the use of the ordinary chase rack.

This rack is built entirely of steel. It will accommodate any size of chase from a cylinder chase 51½ inches long down to the smallest job chase. It is compact and safe.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. Eastern Office and Warehouse, RAHWAY, N. J.

HAMILTON GOODS ARE CARRIED IN STOCK AND SOLD BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

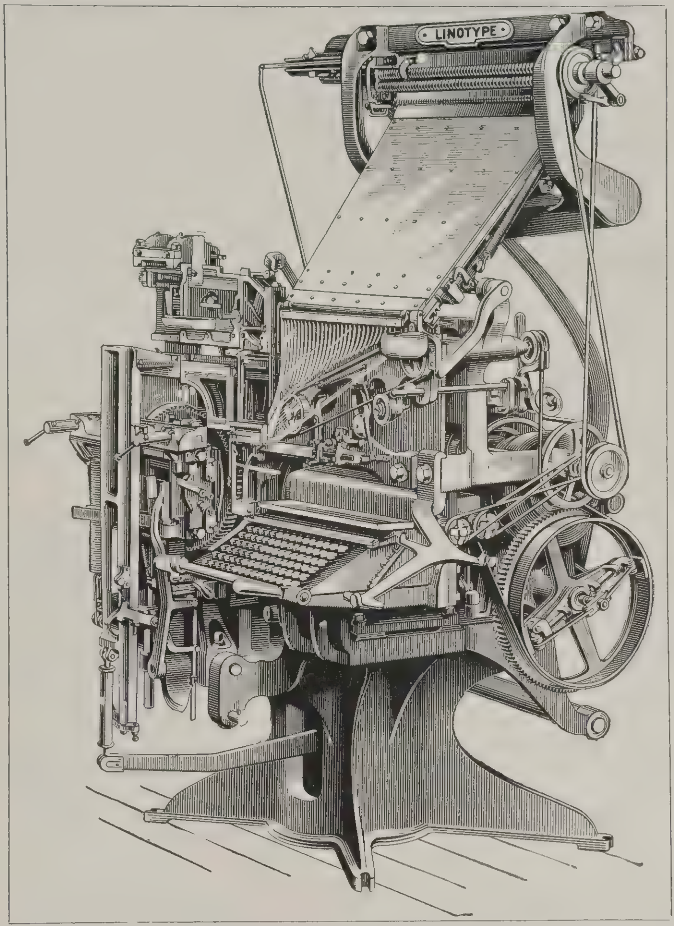
A NEW LINOTYPE

For the Smaller Printer

Model 15 Single-Magazine Two-Letter Linotype

A Genuine Linotype

Not an Imitation



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1100 S. Wabash Ave.

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638-646 Sacramento St.

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549 Baronne St.

TORONTO: Canadian Linotype, Limited, 35 Lombard St.

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BUENOS AIRES: Hoffman & Stocker
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PORTO ALEGRE: (Brazil): Edwards, Cooper & Co.
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MELBOURNE, SIDNEY, WELLINGTON, MEXICO CITY, Parsons Trading Company
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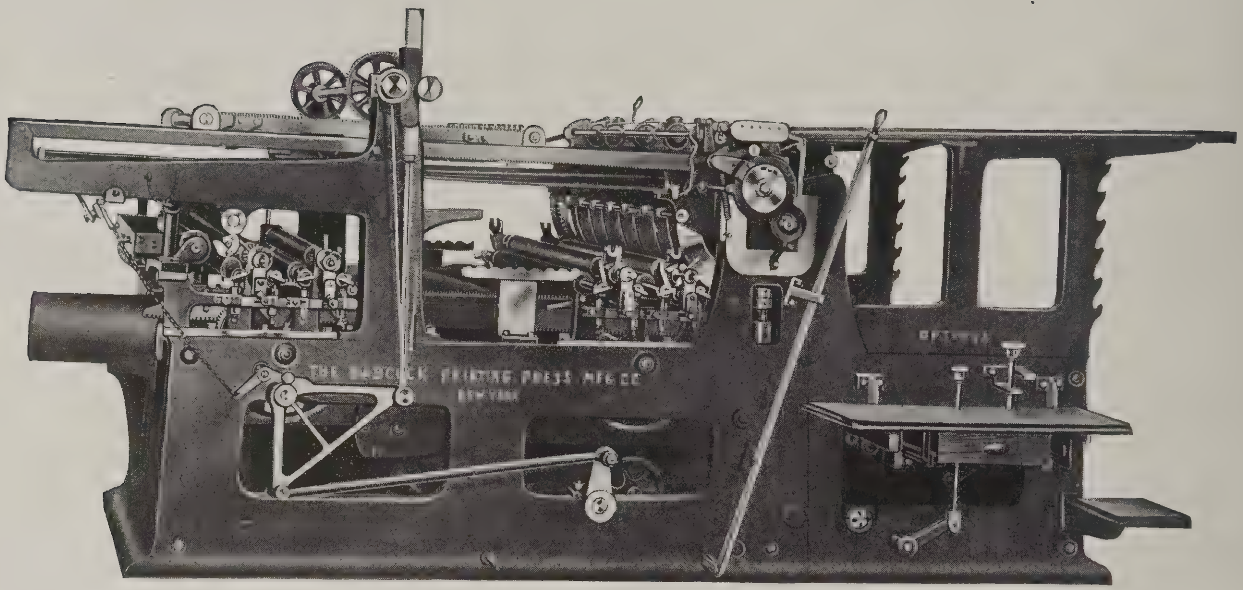

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The Babcock Optimus

The Babcock Optimus

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We agree with the man who said that. Our opinion is not without value. Our knowledge of printing presses is greater, our experience broader, our incentive to their full understanding more vital than the average man possesses.

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In the Optimus we have developed devices that, with its superabundant strength, make it the easiest and handiest for the operator, the most efficient for the master printer, in quickly producing the hardest and finest work that so greatly interests both of them.

In a way it is a New Optimus. A better press was never made. Constantly improved, it has needed no fundamental change. No basic faults forced drastic rebuilding on new lines, with change of name to indicate the complete demise of the old. Neither buyers nor ourselves assume the uncertainties of the untried.

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SET IN AUTHORS ROMAN

It Doesn't Pay the Small Printer

The small printer is not a specializing printer.

He makes money by doing more than one kind of work.

And he should think twice before pinning his faith to a composing machine that casts lines of type (slugs).

The handicaps of this system of composition cannot be overcome by the lure of low price.

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The small printer not only wants, but he must have versatility—a machine to handle any kind of work quickly, economically, profitably.

He gets all these features in the Monotype, and more—type for the cases 5 point to 36 point, and, added to this, a uniformity of printing excellence in the product that commands the highest price and satisfies customers.

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He wants type and spacing material for the cases.

He wants composing room service—machine composition and sufficient type (tools) to insure 100 per cent. productive time from every composing room employee.

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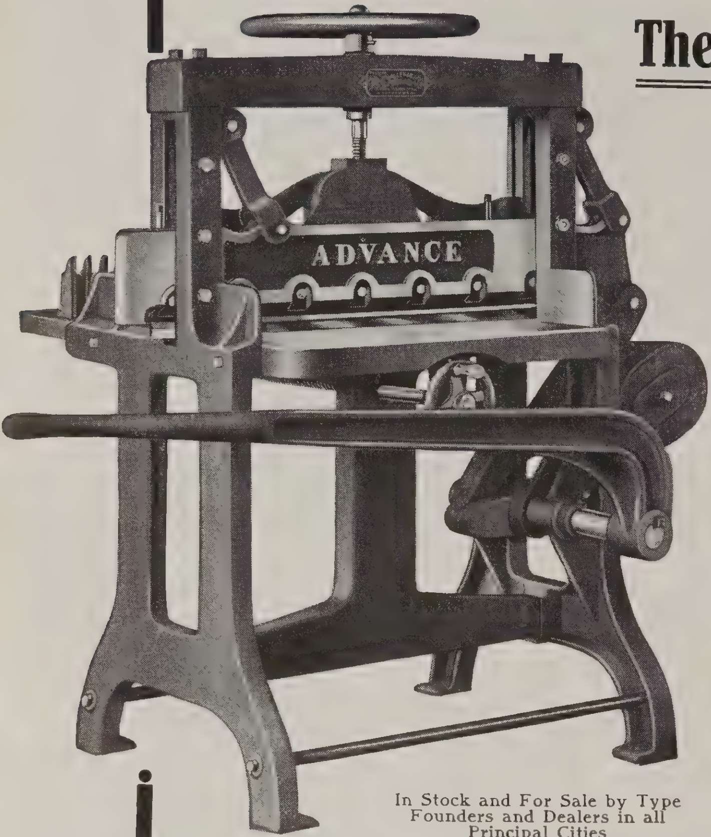

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Says BARNHART'S JAKE:

DID you ever see a Raw Raw from some Inland College with his pants turned up so far he could hardly get his hands in his pockets, and a supposedly decorative patch or button on every possible square inch of his coat? Did you ever look at one of these without an earnest desire to implant a well placed kick where it would do the most good?

And now, wasn't your impression on that occasion much like the one you get when some florid "smart" piece of printed matter obtrudes itself upon your vision? Fancy type, bizarre composition—a desire to be original resulting in an effect that is outlandish.

You know there is such a thing as being too "fancy." Some of these bizarre types gain a fleeting popularity, but their vogue is short and in a few months they're so much dead type metal cumbering your cases. Steer clear of that kind of type. Get faces that have the clear, clean, expressive look of type that lasts. Such as you'll find in the new Barnhart Book of

PREFERRED TYPE FACES

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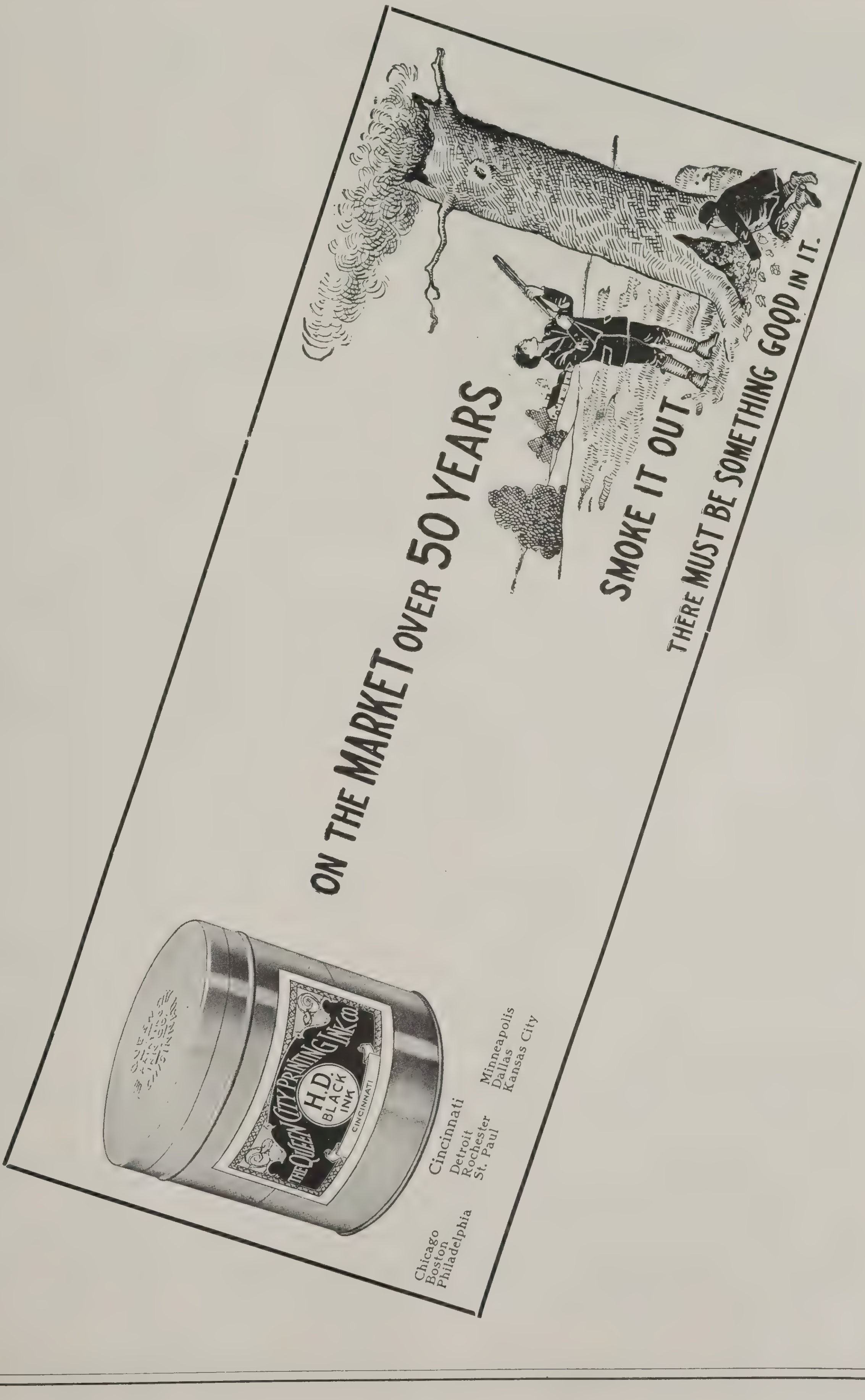
SET IN PURITAN SERIES. GRAY TONE BRASS RULE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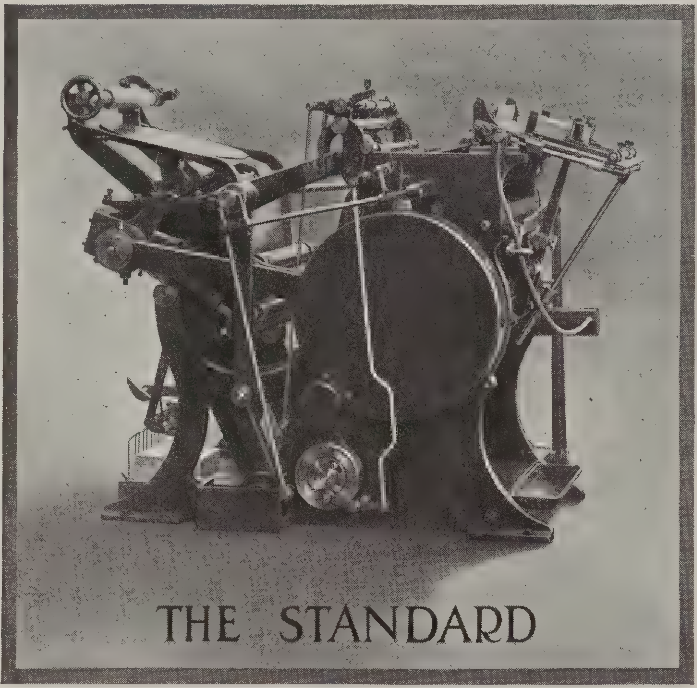


THE STANDARD IN THE INLAND CITIES

The printer in the inland towns is often hard put to take care of the many demands on him, because of the wide variety of work he is called upon to produce.

Anything from a card to a catalog, a wedding announcement to 5,000 hand-bills, is apt to be the order in which jobs come in. And the printer in the small cities must be able to take care of the trade.

He is located far from electrotype plants, type foundries and other sources of supply, yet he has to compete in prices and deliveries with the printer in the larger cities, who has a larger equipment, and all the sources of supply at his door.

There is more need for the printer in the inland city to have the very latest and versatile equipment than any other. The demands on him are extraordinary, yet he cannot afford to have a large variety of machinery to produce the many kinds of work.

The printer in the inland town must keep his plant down in size, but up in efficiency.

To this class of printers the **STANDARD HIGH SPEED AUTOMATIC JOB PRESS** must appeal particularly strong. On no other press can there be produced at as great a profit, this wide range of work. It is right there every minute to take care of the little or the big job, and at a production cost in either case that will meet competition on its own ground.

With a STANDARD press as the main equipment, the printer can produce the monthly school or college paper, the 64-page catalog, or proceedings of an organization, the program of a Chautauqua, advertising booklets, forms, special blanks and systems, to say nothing of the ordinary run of commercial stationery.

This one press is fully capable to take care of all this work, turn it out beautifully, and through its great efficiency make a profit that has not heretofore been possible to the printer in the inland town.

Too many printers think that most any kind of a press is good enough for the smaller places. In this they make a great mistake, and soon find that the demands upon them for various classes of work are beyond their capacity.

The large city printer might be able to specialize on certain kinds of printing—the small city printer cannot secure enough of any one special line, and must be ready to handle any and all classes of work.

The STANDARD is not *per se* a specialty press, yet it is an intense specialty press in that it can do a wider range of work than has heretofore been thought possible on any one style of press.

If you are a printer in a small city, and have to turn work away because you cannot handle it, write today for further information about the STANDARD and its immense profit-earning possibilities.

You owe it to yourself, as an energetic business printer, to become familiar with the latest modern way of printing—the STANDARD way.

But a word from you will bring literature or our representative.

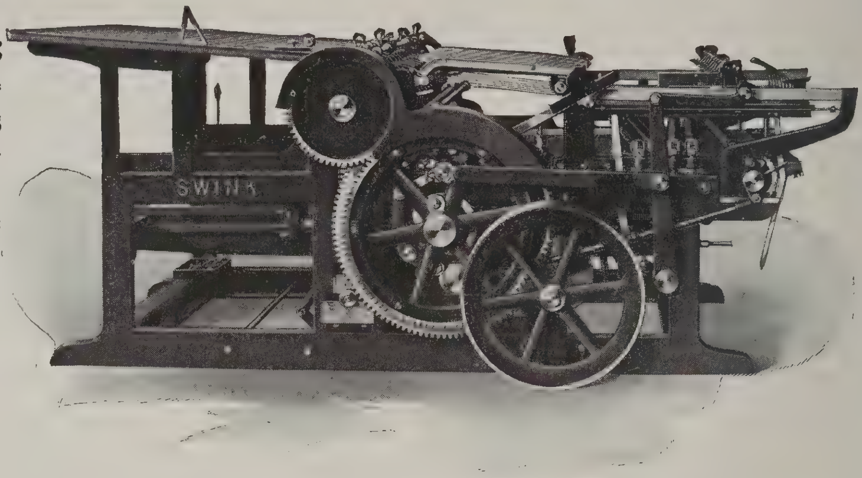
WOOD & NATHAN COMPANY

Sole Selling Agent

STANDARD

HIGH SPEED AUTOMATIC JOB PRESS

ONE MADISON AVENUE NEW YORK CITY



For Good Color Printing at Low Operating Cost

or for general work at maximum speed; for ease of operation, noiselessness and longer wearing qualities, for distribution, accuracy of register and rigidity the

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TWO REVOLUTION
PRESS**

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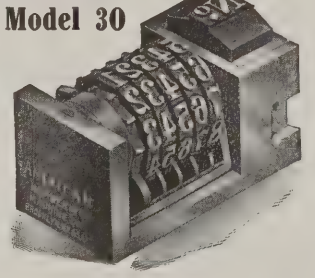
The Swink Printing Press Company, Factory and General Office **DELPHOS, OHIO**



American
Model 30

№ 12345
Impression of Figures

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A perfect mechanism of the very highest grade possible. Steel throughout. Every machine tested in a printing press and guaranteed accurate.

Price, 5 wheels 5.00 Price, 6 wheels 6.00

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of any description, and for every purpose, in
PEN AND INK OR WASH,
for LETTERHEADS, CATALOGS, COVERS, MAGAZINES OR AD. DESIGNS. ✝ ✝ ✝ ✝

MECHANICAL DRAWINGS
FROM BLUE PRINTS OR PENCIL SKETCHES.
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HALF-TONES, ZINC ETCHINGS, COLOR WORK OF EVERY DESCRIPTION, IN TWO, THREE OR MORE COLORS, WOOD ENGRAVING, WAX ENGRAVING, ELECTROTYPING, STEELOTYPING, NICKELTYPING, STEREOTYPING, COMMERCIAL PHOTOGRAPHING.

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Set in Peignot Peignot Border No. 4

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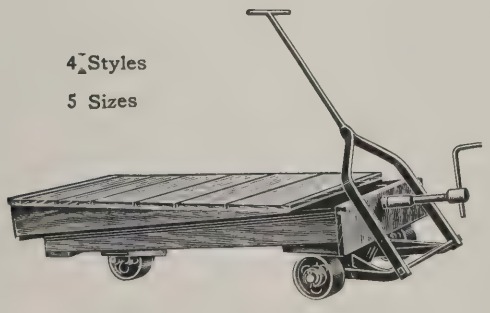
4 Styles
5 Sizes



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Then use money making equipment—equipment that eliminates waste at every turn—that cuts out all unnecessary labor—that not only makes it possible, but *easy* to turn out more and better work—equipment that reduces your costs to the lowest possible point and that extracts *all* the profit—the very last penny—out of your work. The best and surest way to do this is to

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Is a Convenience and an Economy in Every Printing Office.

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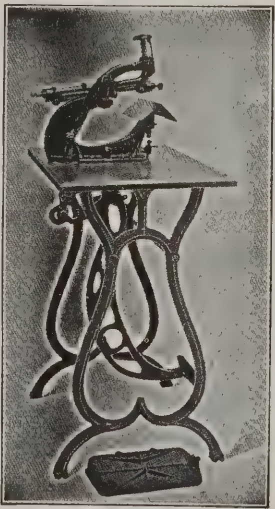

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers. Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
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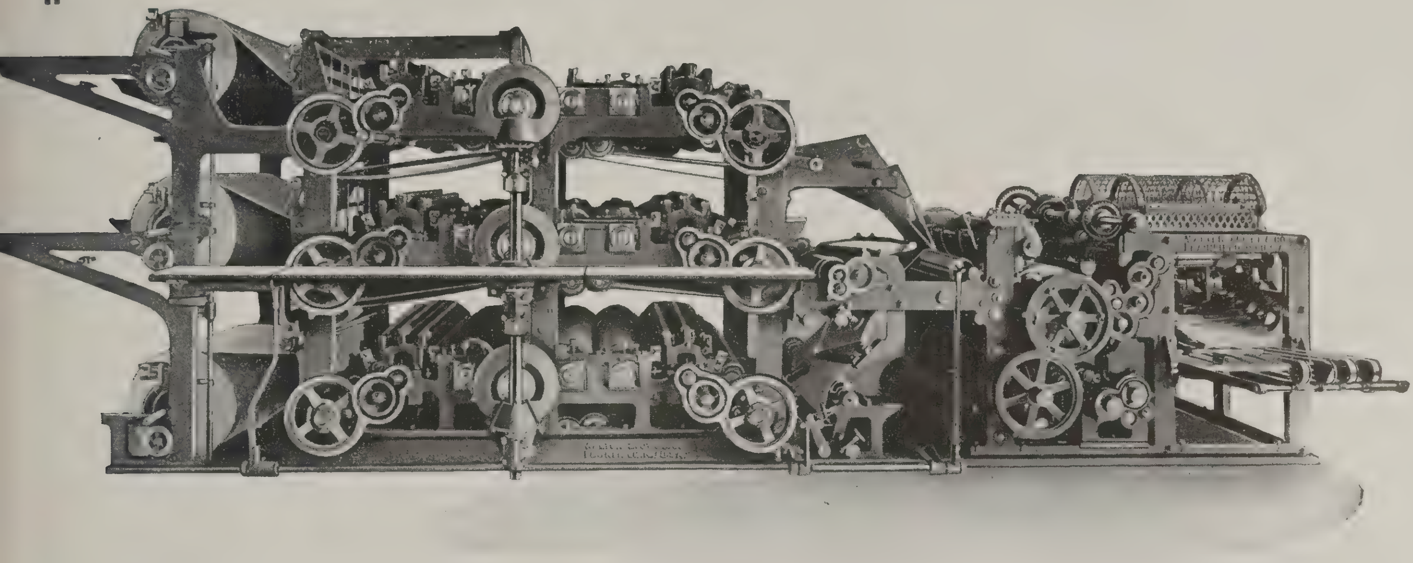
Progress Typewriter Supply Co., Ltd., London, England, European Agents.

THE SCOTT "Speed King"

The fastest—most practical—and most economical Single-Plate Press on the market



3 Tiered, 2 Plate Wide, 24 Page, SCOTT "Speed King" Press—Class Y. Y.

CAPACITY

24,000 per hour
4-6-8-10-12-14-16-18-
20 or 24 pages

48,000 per hour
4-6-8-10 or 12 pages
when extra speed is desired

All products delivered in book form folded to half page size.

This machine is also built in 16, 20 and 32 page sizes

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Fewest Rolls of Paper
Newest Plate Cylinders
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Greatest Speed and Capacity
Regular Semi-Circular Plates
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Can Be Added to Indefinately

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SOMETHING ENTIRELY NEW

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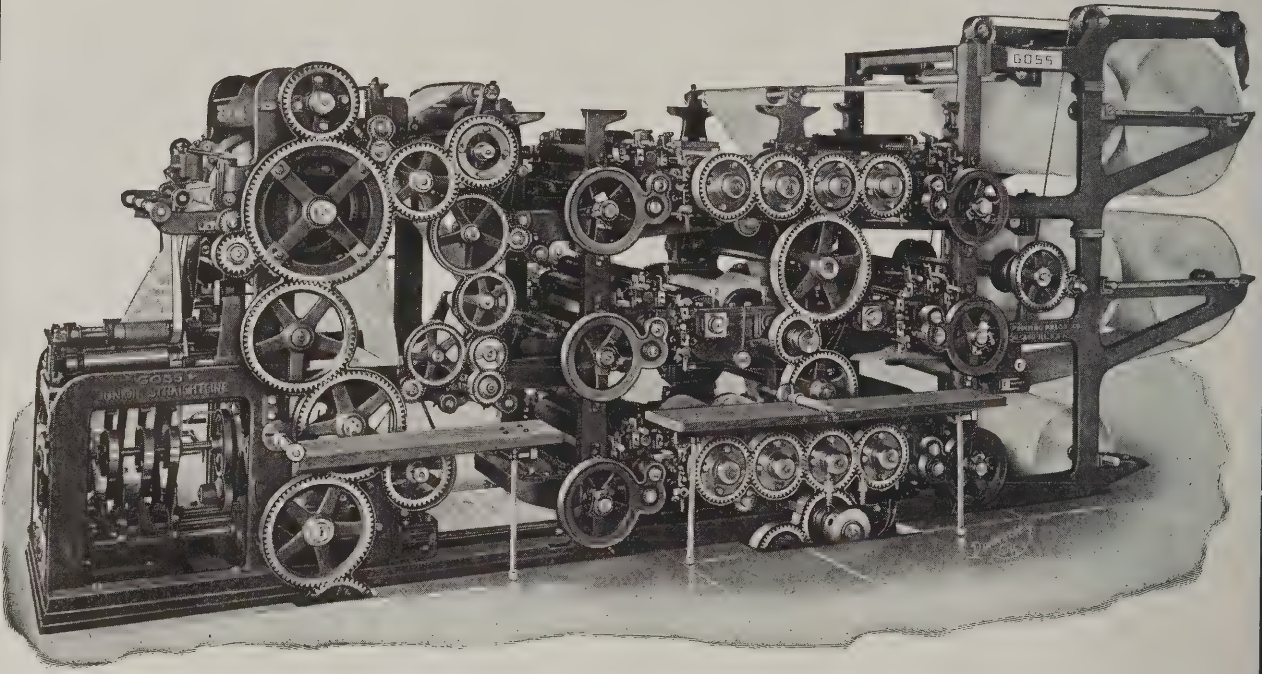
GOSS Junior Straightline

Built on Our Regular Straightline Design



Built 2, 3, 4-deck high, or in tandem, according to space or selection, producing 4, 6, 8, 10, 12, 14, 16 pages in book form, printing seven columns wide by length of columns from 20 in. to 22 in. All plates cast from our standard stereotype machines (no boring of plates required). Can be arranged to print from one to three extra colors. Additional decks or sections can be added at any time in the future. Can be made to deliver products either one-half or one-quarter page size. Best workmanship and material used in its construction. Ask for further particulars.

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Sixteenth Street and Ashland Avenue
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NEW YORK OFFICE: No. One Madison Avenue, Metropolitan Building

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-One Chicago, November, 1913 Number Eleven

A New Educational Department for Ambitious Typographers

By J. L. Frazier, 604 Kentucky Street, Lawrence, Kansas

INTRODUCTORY

In establishing this new department of the National Printer-Journalist, a few words as to its intents and purposes should not be out of place. The plan is to make it an educational department, to furnish new ideas to ambitious typographers and to show them the proper method of handling the various classes of work.

We all know that a letterhead suitable for a grocer would not be appropriate for a physician — and the banker requires a still different treatment. That idea carried forward into other branches of the printing industry is the reason for this department. It is hoped that readers of the National Printer-Journalist will derive much benefit from the explanations and object lessons to the end that the quality of the work will be raised to a higher plane and the profits accruing therefrom shall be proportionately increased.

J. L. FRAZIER
Lawrence, Kansas

I realize the task I am taking upon myself is a heavy one and the responsibility great. However, whatever knowledge I have of the printing business I am glad to pass along to my brothers of the craft.

Not wishing in the least to infringe on Mr. Hansen's department, I hope readers of the department will send me examples of their work, too, as I hope to find in them examples to illustrate points I expect to bring out. Right now I am anxious to secure as many specimens of letterheads as possible, for I plan to take up the handling of this class of printing at an early date.

J. L. FRAZIER.

* * *

Perhaps no class of printing allows the ambitious typographer so good an opportunity to demonstrate his artistic ability and appreciation of the beautiful as holiday work. In keeping with the spirit of the season it should emulate the joyful time. Since the spirit of the occasion prompts decoration, expressed in the gaily bedecked Christmas trees and the beautiful shop windows, the printing, too, should come forth in its brightest and happiest hues.

Green and red ink upon white paper forms the most effective combination for this class of work. Both red and green are "gay" colors and are in keeping with the season, just as years of association have made the holly and the mistletoe. The green represents the leaves and the red the berry. And in these colors there is further significance, for the red heralds passion, love and happiness, and the green, foliage; that is the Christmas tree. The use of white stock has also its meaning, for it is the essence of purity — a very desirable feature for the birthday of our Savior.

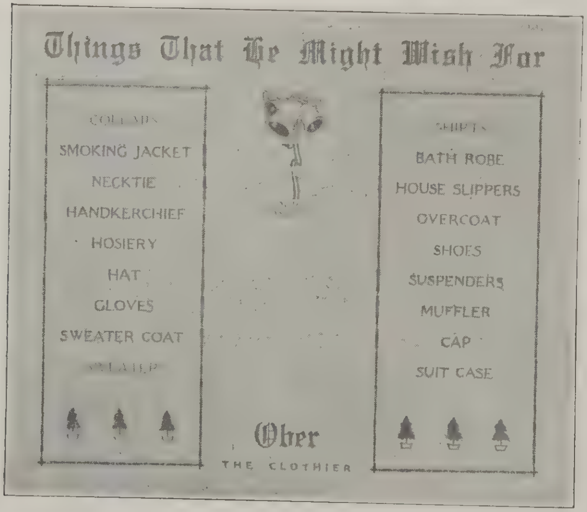
No other class of printing will admit of so much of the decorative element. In fact, in this day of plain, yes severe, type designs decoration is not essential in any other kind of work, but it is as absolutely necessary in the holiday printing as the tree is to the Sunday School treat. Of course, it can be improperly placed and used with such reckless abandon that the job is ruined, but used properly, decoration is the thing in holiday printing. Correct typographic principles should prevail in its use as with everything else.

Contrast for a moment a Christmas greeting card, printed in stern black letters, without adornment, and one printed in red and green ink upon pure white antique stock, with a holly border and a Christmas bell as parts of the design. On receiving the first you are aware that you are remembered, but a feeling of obligation, or necessity on the part of the sender is sensed through the cold black type. How different you feel when you hold the other in your hand. Its very warmth grasps you like a hearty handshake, and you feel that the sender really cares.

Then, too, the card printed in red and green has its advantages from a financial standpoint. It is not an every-day job and the customer cannot compare it with other work he has bought from Tom, Dick or Harry, and hold you down to a "yankee-statement-price." The job is different, and if properly printed no customer will quarrel with you over the price. If my experience in the printing business has taught me anything, it is that I have had less trouble getting a good price for jobs a little out of the ordinary than for the average run of work.

⁂

Specimen Number One is a Christmas advertising folder. It has one claim to distinction in that it is a job that sold itself. I do not remember now just how I came upon the idea, whether it was suggested by another job or just the product of imagination, but at any rate it was set up and printed before a clothier was approached. Three specimens were printed with the name of "Ober, the Clothier," as you see it in the reproduction, three with the name of "Smith, the Clothier," three with "Jones, the Clothier," and three with the name of each of the other clothiers in the town. My plan was to take the samples bearing the name of Ober to him, tell him what a fine idea I had worked out for his holiday advertising, and that I had prepared the samples on my own responsibility, for I felt certain he would want just such a folder to send to the women of the town.


Things That He Might Wish For

COLLARS
SMOKING JACKET
NECKTIE
HANDKERCHIEF
HOSIERY
HAT
GLOVES
SWEATER COAT
[illegible]

SHIRTS
BATH ROBE
HOUSE SLIPPERS
OVERCOAT
SHOES
SUSPENDERS
MUFFLER
CAP
SUIT CASE

Ober
THE CLOTHIER

No. 1

If Ober did not buy I planned to tear up the samples I had prepared for him and go on to my next best prospect — but Ober bought and liked the idea so well that he did not ask for a price.

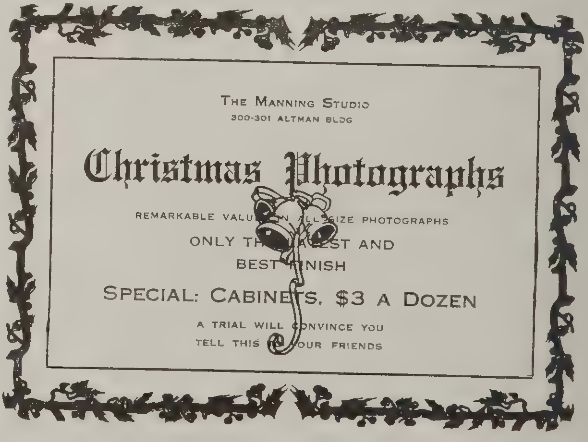
The above plan might not be considered "good business" by some printers, and it is a little uncertain, I will admit. It could not be used indiscriminately, but where the idea is a distinct novelty, I think it is half sold when the customer can see just what it is.

I am sure every reader can make a pencil sketch of the idea, take it to his leading clothier and get an order. He might fill the two panels with suitable gift selections for women, and secure an order from a dry goods store. In that case the folders would be mailed to the men.

Be sure to print the panel border and the centers of the bells in red ink and the rest of the design in green, upon white antique stock. The reproduction represents the two inside pages. A suitable title page should be printed also, and the firm's mark could appear on the back.

⁂

Here is a Christmas advertising card that is a dandy. It is simple in construction and the idea could be used in advertising almost any business. The design is printed in two shades of green and red upon a white card. The bell in the center and the background of the holly border are printed in light green, the rule inside the holly border and


THE MANNING STUDIO
300-301 ALTMAN BLDG

Christmas Photographs

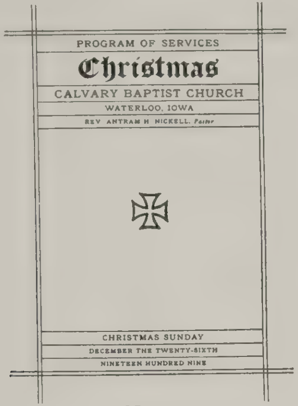
REMARKABLE VALUES IN ALL SIZE PHOTOGRAPHS
ONLY THE LATEST AND
BEST FINISH
SPECIAL: CABINETS, $3 A DOZEN
A TRIAL WILL CONVINCE YOU
TELL THIS TO YOUR FRIENDS

No. 2

the centers of the three bells are in red and the type and holly outline in dark green.

⁂

Number Three is as nearly a perfect specimen of a Christmas program as one could hope to see.

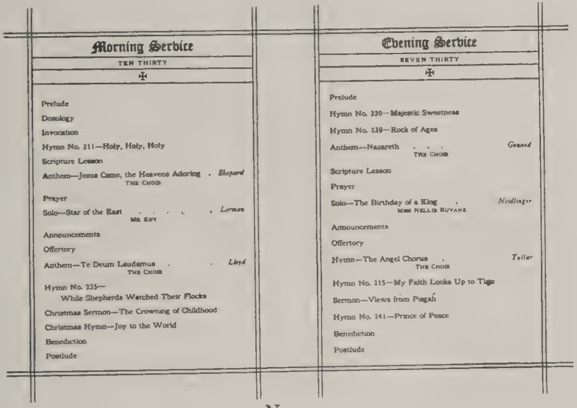


PROGRAM OF SERVICES
Christmas
CALVARY BAPTIST CHURCH
WATERLOO, IOWA
REV ANTRAM H NICKELL, *Pastor*

CHRISTMAS SUNDAY
DECEMBER THE TWENTY-SIXTH
NINETEEN HUNDRED NINE

No. 3

It represents a modern treatment of the historic ecclesiastical style. The black gothic, or text, letters in the word "Christmas" is a copy of one of the early manuscript letters. This style of letter has become the accepted style for church printing, and wise typographers will use it frequently in that class of work. The maltese cross is also appropriate in church printing. The ancient churchmen considered it a symbol of Christ, and today these crosses have that significance but merely as a matter of ecclesiastical decoration. The rule work which is a prominent part of the page, also has a historic significance, and is therefore very properly used in church printing. It originated through the necessity of the writers of manuscript books to have guide lines to follow in their lettering. No better example of the proper manner to handle a Christmas program could be given. Rules are in red, type matter and maltese cross ornaments in black.



Morning Service
TEN THIRTY

Prelude
Doxology
Invocation
Hymn No. 211—Holy, Holy, Holy
Scripture Lesson
Anthem—Jesus Came, the Heavens Adoring . *Shepard*
THE CHOIR
Prayer
Solo—Star of the East . . . . . *Lerman*
MR. EBY
Announcements
Offertory
Anthem—Te Deum Laudamus . . *Lloyd*
THE CHOIR
Hymn No. 235—
While Shepherds Watched Their Flocks
Christmas Sermon—The Crowning of Childhood
Christmas Hymn—Joy to the World
Benediction
Postlude

Evening Service
SEVEN THIRTY

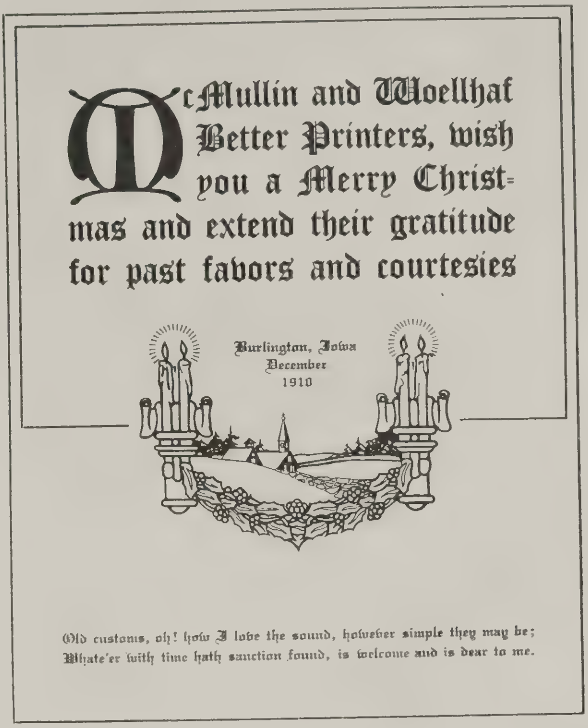
Prelude
Hymn No. 230—Majestic Sweetness
Hymn No. 239—Rock of Ages
Anthem—Nazareth . . . *Gounod*
THE CHOIR
Scripture Lesson
Prayer
Solo—The Birthday of a King . *Neidlinger*
MISS NELLIE RUVANE
Announcements
Offertory
Hymn—The Angel Chorus . *Tullar*
THE CHOIR
Hymn No. 215—My Faith Looks Up to Thee
Sermon—Views from Pisgah
Hymn No. 241—Prince of Peace
Benediction
Postlude

No. 4

⁂

The holiday greeting card is another thing the printer is often called upon to print at this time of year. These cards, more than any other kind of holiday work, should convey the Christmas spirit both in the matter of color and decoration. The text should be terse but full of feeling; in fact, to use an old expression, it should be "short and sweet and hard to beat."

Exhibit 5 is from that firm of splendid printers, McMullen & Woellhaf, Burlington, Iowa. The expression is a simple Christmas wish, without rhetorical flourish, and yet its sincerity cannot be questioned. The mechanical and artistic details, as in all this firm's product, are beyond criticism. It is doubtful if any firm of printers in the country keeps the whole of its product at a more uniform high standard.



McMullin and Woellhaf Better Printers, wish you a Merry Christmas and extend their gratitude for past favors and courtesies

Burlington, Iowa
December
1910

Old customs, oh! how I love the sound, however simple they may be;
Whate'er with time hath sanction found, is welcome and is dear to me.

No. 5

Printers desiring a form for a greeting to send to their customers can do no better, I am sure, than to "lift" this design.

⁂

As a title page for a Christmas program, Exhibit 6, also from McMullen & Woellhaf, scores high. The uncial initials, very appropriate for this work, are in orange and the remainder of the design in dark green. One advantage in this design is that it is quickly composed and that without altering the beauty of the design.

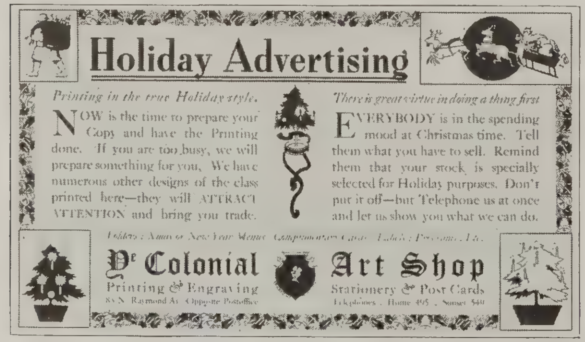
⁂

I am aware that this is a busy time in most print shops, but I am sure that those plants having at their disposal sufficient decorative equipment to handle this class of work properly would do well to get out some advertising. It should carry some appropriate Christmas cuts and should be printed in red and green, the red leaning toward orange. I am having reproduced here a card sent out by the Colonial Art Shop, Pasadena, Cal., that just about conveys my idea. It is very neatly printed and conveys the Christmas spirit, all right, but there is one stricture I am compelled to make. My idea is the card is too large, 5½x9 inches. Some advertisers might disagree with me on this point, but it has been my experience that the larger the card the sooner it reaches the waste basket. There is one thing, however, and that is it proves the firm has the equipment. It should have brought results.

The
Christmas Services
Nineteen Hundred
Eleven

First Presbyterian Church
Southwest Corner Fifth and Washington Streets
Burlington, Iowa

No. 6



Holiday Advertising

Printing in the true Holiday style.

NOW is the time to prepare your Copy and have the Printing done. If you are too busy, we will prepare something for you. We have numerous other designs of the class printed here—they will ATTRACT ATTENTION and bring you trade.

There is great virtue in doing a thing first

EVERYBODY is in the spending mood at Christmas time. Tell them what you have to sell. Remind them that your stock is specially selected for Holiday purposes. Don't put it off—but Telephone us at once and let us show you what we can do.

Folders : Xmas or New Year Menus Complimentary Cards Labels ; Programs , Etc.

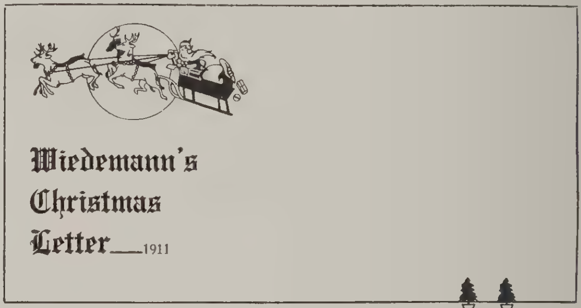
Ye Colonial Art Shop
Printing & Engraving
85 N. Raymond Av. Opposite Postoffice
Stationery & Post Cards
Telephones . Home 495 . Sunset 540

No. 7

Right here I want to say something about advertising. A glance at the newspaper at a time when business is at its best readily reveals the fact that at just that time the up-to-date merchant is advertising most. He realizes that business is abroad in the land and if he does not get it his competitor will. That is the time for the printer to strike, and the harder he strikes with selling talk of the right sort the better it will prove for him. I know it is too late now to do what I suggest, but next August when the thermometer is boiling and business is all boiled down to nothing, get out your holiday decorators and print some advertising for Christmas printing. Put it on the shelf and let it rest until about the fifth of December — then send it wherever your judgment tells you there is a chance for business. If any man in your town is going to use **real** holiday printing it is a good bet that you will get the order.

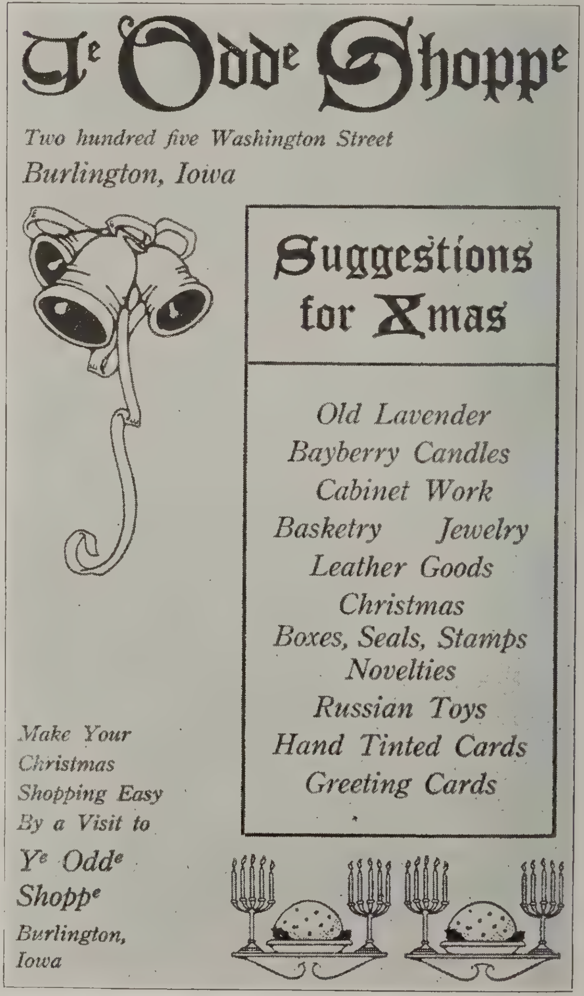
✣ ✣ ✣

Should you be talking with a customer about his holiday printing and he does not order envelopes to carry his card, folder, or booklet, suggest something on the order of Exhibit 8. This was printed in red and green and made a pleasing introduction



Wiedemann's
Christmas
Letter 1911

No. 8



Ye Odde Shoppe
Two hundred five Washington Street
Burlington, Iowa

Suggestions for Xmas

Old Lavender
Bayberry Candles
Cabinet Work
Basketry Jewelry
Leather Goods
Christmas
Boxes, Seals, Stamps
Novelties
Russian Toys
Hand Tinted Cards
Greeting Cards

Make Your
Christmas
Shopping Easy
By a Visit to
Ye Odde
Shoppe
Burlington,
Iowa

No. 9

for the enclosure. It is a mistake for one to send out Christmas literature in a plain envelope, and nine times out of ten the customer will thank you for the suggestion. The man for whom this one was printed did so.

I cannot refrain from reproducing another specimen from McMullen & Woellhaf, Exhibit 9. This is a card that is in keeping with the name of the firm for whom it was printed — odd. In this case it is a virtue, however, and in striking contrast to the majority of broken-up arrangements, almost perfect balance is secured. The green and orange ink on buff stock makes a very pleasing card.

* * *

In closing, a few words as to the historical side of Christmas printing should not be overlooked. Christmas is a very old holiday and for that reason old style type faces and antique stock should be used in the production of Christmas printing. It is a mistake for printers to produce holiday printing in the same style of typography employed on the average work. It offers a great opportunity for artistic treatment and its production is a pleasure to the artist printer who believes significance is an important element in good typography.

* * *

GEORGE SCHLOSSER — BIOGRAPHICAL

Office of the Secretary
Sioux Falls, S. D., October 1, 1913.

Mr. B. B. Herbert,
4618 Ravenswood Park, Chicago, Ill.

Dear Mr. Herbert: E. R. Purcell, of Broken Bow, Neb., chairman of the committee to formulate a plan for the establishment of a foreign advertising bureau, has requested me to furnish you with a portrait and short biography, and my views regarding the work of this committee.

I was born in Wisconsin and raised in a print shop. Never got beyond the high school, and it wasn't very high, either. When I was asked to become the "devil" and roustabout of the Journal at Lodi, over forty years ago, I little realized what a fascinating game I was going up against. But I have since enjoyed many hours of reminiscences and have the supreme satisfaction, and I may add pleasure, of knowing that I have started out on the road to fame and success governors, congressmen and statesmen.

I never think of myself as anything but a printer. However, during my long period of active newspaper work I have had a varied experience, and have been more or less successful. Twenty years in the auxiliary business has given me some idea of the situation as to foreign advertising, but I do not care to offer any advice to this committee at this time.

I think I know something of the peculiarities of the average country publisher, and the constituents he serves. I also know something of the general nature of foreign advertising offered, and will do what I can to help solve the problem of the committee.

Fraternally,
GEORGE SCHLOSSER, Secretary.

How to Build Up the Commonwealth

AT the fall convention of the Virginia Press Association, Colonel Murphy donated three prizes for the three best essays on "How to Build Up the Commonwealth." President Cooke announced the following winners: First, Alexander Forward, former Times-Dispatch reporter, now editor of the Harrisonburg News-Record; second, C. B. Camper, Fincastle Herald, and third, Robert S. Barrett, Alexandria Gazette. Editor Forward was called to the dais, read his paper, and received $75 in gold; President Cooke, in Editor Camper's absence, read his paper; Editor Barrett read his paper and blushingly handed his gold prize to his delighted wife.

Following is the essay which won first prize. Its contents are well worthy of study wherever men depend upon self-government, and are looking forward to and are striving for better conditions:

COMMONWEALTH BUILDING

1. Unite the now scattered energies of active citizens in a concentrated state body to

(a) Teach our own people the full measure of their opportunities.

(b) Tell the people elsewhere of the agricultural, commercial and industrial opportunities in Virginia.

II. Stop the flow of trade and money and blood to other states by developing better transportation facilities.

III. Make our system of taxation attractive instead of repulsive to prospective investors.

IV. Build up the commonwealth by building good citizens.

I.—Organized Good Citizenship

The Commonwealth of Virginia needs a state board of trade or chamber of commerce to do for the state as a whole, work of the sort so splendidly done for Richmond by its chamber of commerce. A majority of states have such organizations, most of them doing efficient work. They are always closely affiliated with local boards of trade.

Among the duties of this state board of trade, or by whatever name it might be called, would be to enhance the efficiency of local commercial organizations; to organize publicity work to set forth to the world the opportunities in Virginia; to encourage the investment of local and foreign capital; to secure greater railroad mileage and better waterways; to so organize the active good citizenship of the commonwealth that prompt and harmonious action might be secured at all times for consideration of subjects affecting the material interests of the state.

The writer has, through recent correspondence, secured information concerning the operation of such bodies. Twenty-eight states have them. They are supported mainly by voluntary contributions, and each year it is easier to get money for their support.

The Texas Commercial Secretaries and Business Men's Association has done notable work. It has organized a welfare commission, which finds what existing laws are in disharmony with efficient and profitable operation of the state's industries. It has formed a farm life commission, which studies rural problems. It conducts a publicity bureau, whose articles, prepared by experts, were printed in 750 papers in 1912 to the number of 308,918. As a result, Texas is the best advertised state in the Union.

The West Virginia Board of Trade manages celebrations, adjusts train service, keeps members informed of the progress of legislation, boosts good roads, gathers exhibits.

The Ohio State Board of Commerce is responsible for tax reform, state depository laws and public accounting, legislation that has saved Ohio $1,250,000.

II.—Railroad Connection—Richmond and the Shenandoah and Rappahannock Valleys.

Every Virginian is proud of his capital city and proud of his state. It is painful to see the bulk of the commerce of two of the richest sections of Virginia diverted to Washington and Baltimore. Most of tidewater and nearly all of the valley of Virginia trade with outside cities.

Worse than the loss of commerce is the loss of citizenship. Young men of these sections, instead of going to Richmond and other Virginia cities, drift to Baltimore and Washington, where their home people trade. They build up business connections with the folks back home that will last for generations, and the loss of good blood becomes appalling. There should be united effort for a railroad to the Rappahannock, and for adequate railroad facilities between the upper valley and Richmond.

III.—Tax Reform

It is discouraging to the prospective resident of Virginia to find that the state taxes bank deposits—a tax on thrift that drives away much money. It should be abolished.

There should be a body authorized to create equalization of taxable values, so that the intending purchaser of property will not find that it is assessed at $2,500, when he is asked $10,000 for it. He is convinced at once that something is wrong. Every real estate dealer has had possible investors thus kept away from the state.

IV.—Making Men and Women

From the rural communities of Virginia come the men and women who make the future citizens of the cities and towns. In the rural communities must be trained the boys and girls that we hope to keep on the farm. Country life must be enriched and dignified, so that the incentive to remain on the farm may be stimulated by the certainty of financial success and the growing importance of community life, and so that those who leave may be stronger and worthier citizens where they locate. The rural communities of Virginia thirst for knowledge and for fuller life. They want libraries. They want better schools, and these adapted to their own needs. As a matter of fact, the best and highest paid teachers should be placed in the smallest and most isolated neighborhoods. These teachers should be equipped to impart appreciation of the dignity of rural life. The state must help to create such teachers and to make their little schoolhouses the centres of community life. The normal schools should be adequately provided for, and their work should be extended with this in view.

The best material for building up the commonwealth is the boys and girls, and the best factory is the rural community.

Associated Nebraska Newspapers

Some Suggestions Worthy of Consideration by the National and State Editorial Associations and the Members.

Readers have already been informed as to steps taken by the Nebraska Editorial Association. In fact, the movement along similar lines in the National Editorial Association received much impetus from the Nebraska plan, and much additional aid may be expected from the same source.

In an address before the National Editorial Association at Denver, in 1887, we advocated at length a similar plan which had been proposed in our first annual address at Cincinnati in 1886 and was subsequently advocated, each year, by ten succeeding presidents, but finally was forgotten in the midst of all the travel, pleasures and educational work of the Association.

As a help, a brief resume of the early steps taken as to the business branch is given elsewhere. That the plan is at least taken up in a practical manner is proof of continued necessity of such co-operation as is now being tried in Nebraska.

Frank O. Edgecombe, chairman of the Executive Committee of the Associated Newspapers, has sent to this office a copy of the Executive Committee Bulletin and also a copy of a letter to the members from which we make the following extracts as being both informing and suggestive and in every way helpful:

Work of the Executive Committee

The Executive committee, as soon as it was appointed in early June, elected C. C. Johns of Grand Island as secretary. Mr. Johns is not a member of the committee. Mr. Johns will be paid for the time he devotes to Association work. No other person will receive a salary. Every member of the Association will be furnished a complete statement of receipts and expenditures. The Executive Committee agreed unanimously at the beginning that a deficit would not be incurred under any circumstances. No plan to spend money will be made until the money is in the bank.

The first regular business meeting of the Executive Committee was held at the Lincoln hotel in Lincoln on the afternoon of Friday, July 11.

The second meeting was held in August and the Committee went over a very satisfactory report submitted by Secretary Johns, which related largely to advertising matters. It was found that a few members of the Association had advertising rates that were considerably below the average of other newspapers of the same circulation and general standing and it was agreed to recommend that they bring their rates up to the proper level.

Advertising

An important matter taken up at this meeting of the Executive Committee was the question of advertising agency commissions. It was agreed that the standard commission generally asked by advertising agencies and generally accorded by newspapers in this and other states is fifteen per cent. It was also agreed that uniformity in this matter among the members of this association is very much to be desired. To pay a commission of more than fifteen per cent is unnecessary, in the opinion of the Committee, and to refuse to pay fifteen per cent is confusing to all of the parties concerned because it is generally conceded that every legitimate advertising agency is entitled to pay for its work and the already established custom is to fix this compensation at fifteen per cent.

It is the custom of some publishers to fix one rate for local advertisers and to fix a slightly higher rate on all foreign advertising, each rate being uniform for its class of course. This plan permits the publisher to pay the customary fifteen per cent commission and still receive about his regular net price per inch. Our Association deals almost exclusively with foreign advertising as distinguished from the advertising coming from your home county and therefore your foreign advertising rate is usually the only one that our Association will have to deal with.

Some publishers say that they have had so much grief with foreign advertising that they don't want any more, but we think this the wrong attitude. There is a right way to solicit and handle foreign advertising on just as profitable a basis as that on which home advertising is handled and the payment is just as certain if proper care is exercised. * * *

Services Performed

The following are among the services performed for individual members of the Associated Nebraska Newspapers in the past three months: Supplied several members with printers. Turned advertising to several members as opportunity offered, in some cases considerably more than paying for a year's membership in this Association. Supplied write-up men to publishers who wanted them. Advised many publishers by letter and telephone in response to their inquiries. Assisted in smoothing out local difficulties in a few cases. Business conditions have not warranted the holding of district meetings but these matters will be taken up as opportunity offers. Secretary Johns invites correspondence.

For Correction of Wrongful Practice

The chairman has prepared a circular letter for use in notifying agencies and advertisers of your membership in our Association and giving out the broad intimation that the members of this Association are standing together for the discouragement of improper practices in the matter of delayed payments and other misconduct on the part of their customers. Recently a member of this Association filed a complaint with Secretary Johns against a fairly well known advertising agency alleging that he was unable to get a reply of any kind to a bill he had rendered for services performed. The case seemed to be very meritorious. One letter from Secretary Johns brought the cash in a hurry. We have no intention to turn the secretary's office into a collection agency but we do intend to get justice for our members or start a rough house. A copy of the above circular letter is enclosed with this bulletin and additional copies for your use, if you like the idea, can be secured on application to the chairman. We suggest that you mention your membership in your letterhead.

To Regulate Rate Setting

(Paragraphs from a paper read by J. B. Powell, Instructor in Advertising, University of Missouri, before Missouri State Press Association:)

The simplest way to get at this problem is to talk to the publisher across the street and forever settle this ratecutting business, for in the last analysis, the fight narrows down to the combined wits of the merchants against the wits of the newspaper publishers. Merchants know they can work you publishers against each other for their own benefit. Why don't you wake up to the possibilities of combination and show them a thing or two.

Cost and Cost Finding — The Value of the Trade Papers

Every publisher knows that it is no more possible for a newspaper to sell a full page advertisement for ten dollars and make money on it, than it is for a grocer to sell forty pounds of sugar for a dollar and make money on it. But you are each afraid the other fellow will take it, and your competition combines to ruin the future of your town.

The bed-rock time has arrived in the newspaper and printing business — as it has in every other.

This is an age of cost finding and honesty in business. Every line is waking up.

There are nearly a dozen trade journals in Chicago, New York, Boston and Philadelphia devoted to the newspaper and printing business. I wonder how many publishers ever subscribe for any of them.

The farmer is studying his problems. He is experimenting with crop rotation and scientific fertilization. He is trying to make the dry year a profitable year. In other words, he is trying to make the dull season profitable. He is subscribing for all the farm journals he can get and he is studying them — in many cases to the exclusion of his home newspaper.

The merchant, butcher, the baker and the grocer are asking the question, "Where have my profits gone?"

And the time has arrived for the newspaper man to ask the same question about his business — it is high time that he does it! If you have been making your living off the little county printing the politicians have condescended to give you, you had better watch out — for commission government may get your town.

Yours truly,
FRANK O. EDGECOMBE, Geneva Signal,
E. R. PURCELL, Broken Bow Chief,
C. F. CLARK, David City Press.
F. L. CARROLL, Ashland Gazette,
A. V. SHAFFER, Alma Record,
Executive Committee.

LETTER TO MEMBERS — COMPLAINTS TO BE MADE — INFORMATION TO BE FURNISHED

C. C. Johns, Secretary, Third Floor, McAllister Building, Grand Island, Nebraska

Geneva, Neb., October 1, 1913.

To All Members of the Associated Nebraska Newspapers:

In case, in your opinion, any advertising agency or general advertiser fails to make prompt settlement in accordance with the exact terms of the contract under which the service was performed, it will be a favor to the officers of this association and a valuable service to each individual member if you will promptly notify our secretary, Mr. C. C. Johns, at the above printed address.

The secretary's office will be prepared to furnish information in regard to the reliability and general business methods of advertising agencies and general advertisers who have not been in the field long enough to be generally known to our members. In every doubtful case make inquiry before proceeding. The secretary's office is also prepared to advise in regard to rates.

In filing complaints with the secretary's office please include a copy of the contract, copies of the material correspondence and other material information concisely stated, that will enable the secretary's office to present the case intelligently. If carbon copies of correspondence with advertisers are kept by each member it will be of material assistance if it happens to be necessary for the case to be reviewed at the secretary's office.

You are authorized to furnish a copy of this circular to any customer whom you think may be interested.

Yours truly,
FRANK O. EDGECOMBE,
Chairman Executive Committee.

A Birthday Luncheon

PRESIDENT Robert W. Nelson, of the American Type Founders Company, is a gentleman who commands the respect and esteem of all with whom he meets, the members of the different allied trades, the competitors of his company and the printer-customers, and the love of all who are associated with him in business.

It is natural that his friends should unite in occasions to do him honor and to express their kindly feelings. The recurrence of his birthday in September furnished the opportunity for such an occasion.

On Monday, September 22, the officers and heads of the American Type Founders Company, representatives of printing trade journals and of allied trades and prominent New York City printers invaded the general office of the company at 300 Communipaw avenue, Jersey City, N. J., and presented President Nelson with a silver-mounted crystal service and tray, called "a milk set" by the donors, as the recipient lives on a farm and is said to be fond of the healthful, bovine lacteal fluid.

The affair had been gotten up, and a luncheon provided in the Lunch Club department of the great establishment, without President Nelson's knowledge, so that he was taken by surprise. His birthday was on the twentieth, but he was necessarily absent in attendance at the convention of the League of Trade Press Associations on that day, so that the postponement had to be made until Monday.

The party gathered in the room of the famed library of typography; and when Mr. Nelson was summoned to meet friends who had called, he asked to be excused, as he had not a moment to spare from business demanding his attention. He, however, finally acceded to the request and then followed friendly greetings and the presentation of the testimonial.

Short speeches were made by a number of his friends and D. R. Fitsworth read a poem appropriate to the occasion. Of course the lunch was greatly enjoyed, as was the friendly sociability connected therewith. There were about fifty guests at the luncheon, among whom as honored invited guests were Mrs. Nelson and a number of her lady friends.

Many of the leading printing press manufacturers as well as New York printers were present. The editor of this paper only regrets that his invitation was in Chicago while he, himself, was in Philadelphia at the time, but wishes to extend no less earnest and sincere congratulations, with his regrets.

The National Printer-Journalist is assured that the occasion made an exceedingly pleasant break in the ordinary business routine of the day and was one of the pleasantest gatherings ever held in the Luncheon Club, and we know by experience how pleasant the regular gatherings are there. The meaning of the taking of so much time, right out of the heart of a business day for the gathering, by so many leading, active men, was evidently fully appreciated by Mr. Nelson, as were all the kindly expressions. The following were present:

Members of the Party at the Luncheon Tendered to President Nelson in Honor of His Birthday. President Nelson Stands a Little to the Left of the Center of the Group, with Lady to His Right, and Mr. Paul Nathan Seated Between Two Ladies Immediately Before Him.

Charles F. Ahlstrom, President Whitlock Printing Press Manufacturing Company; Frederick Alfred, J. W. Pratt Company; Herbert L. Baker, C. B. Cottrell & Sons Company; Raymond E. Baylis, President E. C. Lewis Company; George J. Carter, Wood & Nathan Company; S. Evans Clark, Secretary United Typothetae of America; C. Frank Crawford, Manager Albert B. King & Co.; Charles Francis, President Charles Francis Press; Joseph Gantz, President Publishers Printing Company; Merton L. Griswold, Manager Rogers & Co. (New York); James L. Halley, General Manager The Trow Press; G. Frederick Kalkhoff, Manager The Kalkhoff Company; Harrison C. Lewis, General Manager National Paper and Type Company; Charles G. McCoy, Manager Printing Trade News; Paul Nathan, General Manager Wood & Nathan Company; Louis H. Orr, Bartlett-Orr Press; John Clyde Oswald, Editor and Publisher American Printer; Charles Paulus, General Secretary New York Typothetae; William B. Prescott, Business Manager Inland Printer (Chicago); Charles E. Sheppard, President C. E. Sheppard Company; L. M. Sloman, Eastern Representative Inland Printer; George R. Swart, Vice-President Dexter Folder Company; James R. Thompson, President Thompson Printing Company; David E. Titsworth, General Manager Potter Printing Press Company; John Watson, President Jersey City Printing Company; Edmund Wolcott, President Patteson Press; Charles F. Whitmarsh, General Manager Printing Art (Boston); Gustav Zeese, President Zeese-Wilkinson Company.

Ladies: Mrs. Robert W. Nelson, Miss Emma Liewald, Miss Ada Kunkel, Mrs. Oswald Schraubstadter, Mrs. A. Heynen.

President and Heads of Departments of the American Type Founders Company; R. W. Nelson, Benjamin Kimball, L. B. Benton, John T. Murphy, C. P. Soulé, L. W. Baeuchle, M. F. Benton, Russell Merrick, F. B. Berry, H. O. Barth, W. S. Marder, C. C. Marder, W. A. Parker, W. F. Capitain, H. L. Bullen, Oswald Schraubstadter, Thomas M. Hyland, Charles S. Mills, W. E. Kelly.

Telegrams and letters of congratulation from: J. W. Bothwell, Treasurer De Vinne Press; Philip T. Dodge, President Mergenthaler Linotype Company; William Green, New York City; George H. Ellis, Treasurer George H. Ellis Company, Boston; Albert W. Finlay, Secretary George H. Ellis Co., Boston; Henry L. Johnson, Graphic Arts, Boston; E. J. O'Hayer, Jr., Vice-President Miehle Printing Press and Manufacturing Company, New York City; Philip Ruxton, New York City; F. L. Montague, New York City; John B. Williams, Superintendent Curtis Publishing Co., Philadelphia; Henry A. Wise Wood, New York City; Frank Sinclair, President Sinclair & Valentine Company, New York City.

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Editor Tozier Invited Families Into Camp at the State Fair

Greeting: The gates to the Tented City have been officially opened, and the public is invited to make reservations for camping space and to pitch tents early. The sheltering oaks are urging you to come and enjoy the refreshing shade awaiting your welcome. If you have formerly been numbered with the population of campers and been blessed with such pleasant weather as is promised during the next Blue Ribbon Fair you know the delights thereof. If you have never tried camping at the Oregon state fair try it September 29th to October 4th, 1913. The beautiful Oak Grove park in which you will camp is situated between the Southern Pacific depot and the main entrance to the grounds. The park is electric lighted, water is piped throughout the grounds, and tents are carefully guarded by day and by night. Oregon's best and truest citizens are proud to be numbered with the camping population. Camping space is absolutely free and you will be allowed all the room you need. Free stall room is offered you in case you come by team. Feed, groceries, wood and vegetables can be obtained on the ground at home prices. Fresh meat and fish every day. The streets are clean and freshly strewn with straw. Come in overalls or broadcloth. Wear the latest Paris creation or an ex-ray bonnet. All meet on a common level. No fashion edicts here. No monstrosities allowed. The procession has started for the Tented City, so lock your house, send the dog to the neighbors, tie the cow behind the wagon, place the children therein and come. Friends and neighbors of the long ago await your arrival.

ALBERT TOZIER, Mayor.

Forty-five years ago, in an address at a Goodline Co., Minn., fair, we urged farmers to adopt this plan of camping out at the agricultural fairs—attending with their families, to enjoy, not only the exhibits, but to listen to accounts of the methods by which the best results had been reached and to join in discussions; also to listen to lectures, concerts and the relation of agricultural experience and social meetings, together with all innocent amusements that may be provided. Oregon provides for the encampment and we hope all these other means for improvement, social and intellectual enforcement.

A snapshot of Albert Tozier, past president of the National Press Association, taken at 6 a. m., July 7, 1913, at his retreat in the Hood River, Oregon, hills, as he was feeding some of the wild birds that he had tamed. On his head are two black woodpeckers and on his arms are two sparrow hawks. The shadow of the photographer shows in the picture.

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"OF VERY PRACTICAL USE"

The Arvada Sun
Arvada, Colo., Sept. 13, 1913.

B. B. Herbert, National Printer-Journalist,
Chicago, Ill.

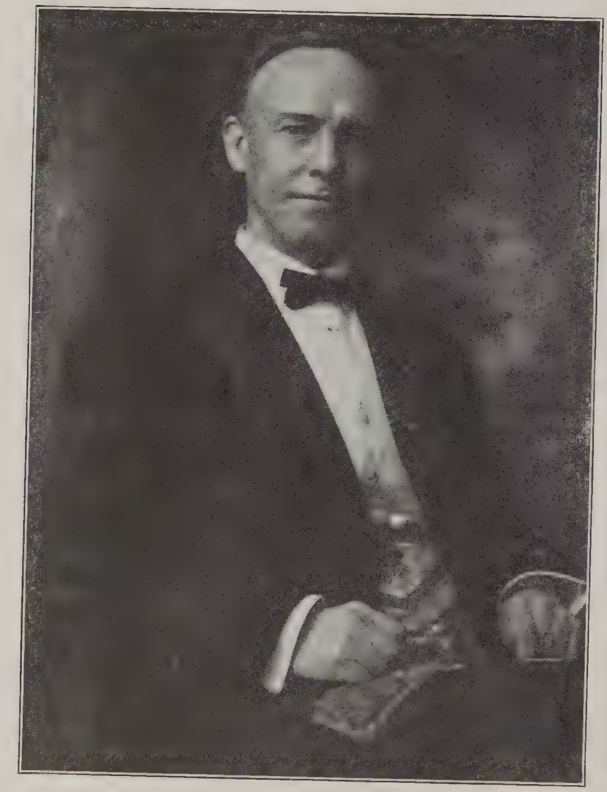
Dear Mr. Herbert: Enclosed you will please find draft for $2 to pay my subscription to the National Printer-Journalist. You will please change my address from Golden to Arvada, Colo., as I have given up the instruction of refractory youth to engage in the newspaper business for myself again. I find the N. P.-J. of very practical use in my business.

Wishing you a full measure of success, I am,
Yours very truly,
C. M. DANFORD.

Advertising and Business Department of the N. E. A.

Some Views by John R. Rison

CHAIRMAN PURCELL of the Advertising Committee, appointed at the last meeting of the National Editorial Association, requests that I give you my views regarding the work of this committee. For several years I was on such committee of my State Press Association, and I found that it was an exceedingly difficult matter to make my brother newspaper men realize that their advertising space was their "stock in trade," their assets, to meet their obligations. In Tennessee, owing to the peculiar condition of affairs, politically, for several years, few men remain in the newspaper business long at the time, and often only a few months, a large number of papers changing hands, or "turning their toes to the daisies," and hence the trouble to deal with the proposition as a whole, and many times the annual meetings of the Association are composed of a majority of new men. Committees appointed by our State Association have often appeared before state legislative committees to secure proper legal advertising rates, etc., and in Tennessee we have a very fair rate, though many other laws governing newspapers are much needed.



John Rison, Paris, Tenn., Post-Intelligencer, Member of Committee on Foreign Advertising Bureau of the N. E. A.

If I comprehend fully the work of this committee, it is for it to report to the National Editorial Association the best mode of establishing a uniform advertising rate, one based upon circulation and satisfactory to the publishers and the customers, and this can only be done by an exchange of views by the committee, and the matter discussed from every standpoint. I trust that this may be done and a full report made to the next meeting of the Association.

Biographical

John R. Rison, editor and owner of the Post-Intelligencer, Paris, Tennessee, was born near Paris, November 12, 1858. He received his education in the academic schools of Paris, and was licensed to practice law upon attaining his majority, and continued in the active practice of his profession until November, 1881, when he entered the newspaper field. He was appointed, in 1892, clerk and master of the chancery court at Paris, which office he now holds, having recently been appointed for another term of six years, and has been acknowledged as one of the most efficient officers in the state. He yet owns the Post-Intelligencer, looking after its editorial and business management. He has been an active member of the Tennessee Press Association since 1882, and in 1909 was its president, having served several years as vice-president. For more than a quarter of a century he was connected with the municipal affairs of his city, serving more than seven years as mayor, and about fifteen years as secretary of the city board of education. At present he is president of the First National Bank of Paris, and is also president of the Paris library association. For four years he was public administrator of his county, and has for many years been chairman of the board of stewards of the First Methodist church, and is treasurer of his Sunday school, having a record of not being absent more half a dozen times in the past twenty-five years. He is an active Mason, a Knight Templar and a Thirty-second degree Scottish Rite, and in 1911 was grand master of Tennessee.

The Post-Intelligencer is one of the oldest established weeklies in the state, and its extensive circulation is due mainly to the special attention given to the home news department.

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CALUMET BEN FRANKLIN CLUB

Members of the Calumet Ben Franklin Club to the number of about twenty, met at the office of Mr. J. C. Veeder, 915 East Sixty-third Street, on Tuesday evening, September 16, for the first meeting after the summer season. They were indeed well repaid, for seldom has there been more interesting talks and surely never more instructive ones, than those listened to and participated in by all present.

First, Mr. Frank H. Brines, secretary of the Chicago Ben Franklin Club, told us of the aims and purposes of the estimating class being organized by that body, and a number of those present expressed a determination to take advantage of the invitation extended. Mr. Brines stated that a course in salesmanship would follow the class in estimating.

Mr. Ed. E. Sheasgreen, of the Standard Cost Finding Service Company, gave us a talk on "General Estimating." It should have been called "Practical Estimating," as each one present was furnished with a copy of a job and each figure was recorded. Mr. Sheasgreen is assuredly a most interesting and instructive talker, and is certainly an expert in all the angles pertaining to the printing business.

Eleven-thirty o'clock arrived before any of us were aware of it, and the meeting adjourned to meet at the office of Mr. W. A. Stamback, 5552 Wentworth Avenue, the third Tuesday evening in October.

Those members of the Calument Ben Franklin Club, and the printers of the south side in general, who do not attend these meetings, are missing opportunities that can be measured in dollars and cents, and it is their own financial loss.

BUSINESS MANAGEMENT

ED. E. SHEASGREEN, *Editor*, 1603 MONADNOCK BLOCK, CHICAGO, ILL.

TO THE MINNESOTA COMMITTEE

In Mr. J. C. Morrison's reply for the Minnesota Committee to my article on the "Minnesota Committee" controversy, he compares the methods there advanced with the "gross receipts method."

First, let it be said that not only is criticism of the methods advanced solicited from Mr. Morrison or his committee, but from others as well, for, as stated in my previous article, it is doubtful if the last word on the distribution question has been said, or will be said for some time to come. It is only by honest, friendly discussion that **right** methods will finally be found.

In a long talk with Mr. Morrison at the Toledo exposition I was very glad to find that after all Mr. Morrison (and the Minnesota Committee ideas) and those held by myself, were not so far apart as might be seemed. But Mr. Morrison, like so many who are trying honestly to solve cost problems, continually confuse COST with SELLING, thereby making it very much harder (and in some cases almost impossible) to properly understand cost. When it seemed we were about to agree on a point Mr. Morrison became confused between the points of the **cost** of advertising and the **selling** of the same ("service" as he called it).

Now it matters not whether it is over a manufactured article or a service rendered, that a discussion of Cost is on, the **service rendered** has a **cost** the same as the manufactured article. Before the proper **selling** price can be made for either, the **cost** must always first be found. Then if a "flat" rate or a "sliding" scale is desirable, either can be more intelligently made.

Our company, The Standard Cost Finding Service Company, has as clients certain newspaper printer-publishers, and by calling on them and on others (using different methods than we advance) to follow our methods, we are going to try and get still closer to a solution of this important question.

Our company stands ready to assist the Minnesota Committee in the solution of these and other **COST (not** selling) problems, and hopes the time is not far distant when all can "gather around the (black) board" for a discussion of these questions.

The Man Who Thinks He Knows Cost

Here is to the man who **thinks** he knows cost, and does **not.**

Not long ago the annual statements of a business concern were being studied with a view toward interesting its manager to install a cost finding system in his factory. The manager's contention was that he did not need a new system because his old one was good enough, that while there might be a few **minor** leaks in the business, there surely could be nothing very serious the matter with it. Now this business was a very well known and large establishment, employing many people. In spite of all this the street reports were that the institution was not in such excellent condition financially as its manager wished to make it appear.

In looking over the statements for several years back no item for rent was found charged against this business — this because the manager had thought it wrong to charge for the capital invested in the land and buildings. This rent item amounted to a large sum each year.

No reserve funds had been established for replacement of the capital invested in plant tools and equipments, nor for interest on the same. No interest had ever been figured on the commercial investments — work in process, open accounts, bank balances, raw or manufactured stocks. In all, the losses by these very bad business oversights, the same having been O. K.'d by public certified accountants, ran into many thousands of dollars in a year.

And yet the manager **thought** his cost system covered everything but a few minor matters! No wonder **his** credit was poor.

How about **your** credit, my dear reader, whether you sell only your labor, or the products of labor?

Are you a man who **thinks** he knows cost, or are you a man who **positively** knows because a scientifically devised and **properly** installed cost system has been and is daily telling you?

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The Case of Banker O'Connell

The state of Illinois has had another serious bank failure, Banker O'Connel's private bank of Joliet failing for a large amount.

O'Connell is in prison and is pointed at with scorn. He is hated. If caught by some of those who had money on deposit in his bank, they would in all probability do away with his life. It was reported that he had lost his mind. In short, this man is a wreck, financially, and physically, some might say morally. This department would not go so far, and for the following reason:

First, there was a lack on the part of this banker of a proper knowledge of the Science of Cost Finding — of what constitutes a real cost system, and how the same should be installed to fit a man's business, commercial or manufacturing. Instead of demanding of those who sought his aid, what their liabilities and assets were, he should have demanded rather what methods they followed in cost finding, how the system had been installed and if it covered every item of cost, at the same time showing the correct cost of conducting the various departments of the business or of the various products. O'Connell should first have made dead sure that those whom he would help were **positively getting back** every dollar, with a reasonable profit they were putting into their enterprise.

If they were not doing this, then he could have steered clear of the shoals. If they were not getting back all their dollars, then how could he in turn expect to get back **his** dollars? As is always the case, after good dollars had become bad, he had to put in more good dollars in a vain effort to bring back the bad ones. Again, if those whom he was assisting had known the Science of Cost Finding, and the banker had not, they would have been more cautious about plunging and expanding. Their system would have shown them in advance where such expansion would have left them, and Banker O'Connell would probably not have failed.

It is another of these sad cases of business failure, and there are many of them in process daily, only they do not get to such a serious point in such a short time, probably taking a whole lifetime and even into the next generation before the break comes.

This is where the Science of Accounting, the Science of Salesmanship and Service, or the Science of Credits, or these three taken together, fail to save business.

The case of Banker O'Connell is another argument for better state protection to all manufacturing and commercial business, as well as banking business.

It is also another argument for a better study of the Science of Cost Finding, this study to begin in the home, to be continued in the school, store, and shop, so that when a man goes into business for himself and has to handle the capital of others as well as his own, he becomes the safe, sane, honest business man that he should be, **and that under the present ignorant methods of Cost Finding he thinks he is, BUT IS NOT.**

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The Man With a Conscience

The man with a conscience is the man with a cost system applied to every act of his every day life and to every one of his moral qualities. He is the man who does right in the little thing as well as in the big thing; who speaks as well of those with whom he disagrees as of those with whom he agrees; who at all times is a fair foe, if foe he must be, not stooping to the little, underhanded, mean things. He would rather boost than knock. He would rather be a one-faced man and carry a black eye, than to be a two-faced man and carry a bad reputation, and be suspicioned by all.

And so the business with a conscience is the business with a properly installed, properly working cost system. Such a business can hold its head high and likewise its price; it does not knock competitors — but rather would assist them; it is not two-priced, but one-priced all the time, even if it does not get **all** the jobs **all** the time. Its reputation is of the highest order and envied by all.

Here is a hand-clasp for the man with a conscience, and a cheering word for the business with a conscience.

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The Apprentice

A question of great importance to all employers, and all society, is "Where are we to get apprentices — from where is the new crop of journeymen to come?"

While doing cost work, and dealing with many employes in many trades, the question was asked of those workers who had growing boys: "Do you want your boy to become a tradesman the same as you?"

Invariably, whether the man was a bookkeeper, superintendent, foreman or journeyman, or even proprietor, the answer would be "No!"

"Why?" was asked.

"Because the chances for him to 'make good' are small."

"What do you mean by 'making good'?"

"Why, the opportunities for him to be a 'somebody' at a trade are limited because of the small wage received compared to the salary to be had in the professions. Neither can he meet as many people in a trade as in a profession. And then, too, I want him to be more than I have been."

Summed up in one word, the reason why fathers want their sons to become "professional" men is because of the "money" question attached — a mighty big, important reason, and every man has a desire that his son shall be greater than he, nearly always taking money as the measure of the standard of greatness.

It is getting more and more to the point in this country where the non-productive elements are overreaching the productive elements each year. With parents in this country preferring, rather, that their sons become "professional" men rather than journeymen, and with the teachers in our schools often trying to interest boys in some professional calling already overloaded, rather than in the trades, our society is nearly in the position it would be in if all the seed of all grain had been gradually destroyed — the time would soon come when short crops would prevail and a famine be on.

And a famine **is** on in our industrial world — a famine of apprentices.

Let our schools have more of the scholars taught how, as they are learning to use tools in the trade or manual training departments, to become better and safer business men by having classes on the Science of Cost Finding in **all** schools.

Have the home, backed by the government and the labor union, get the cost of producing the human machine, the cost of producing the effort sold by the human machine, and this cost found in such a way that every penny of "outgo" shall "come back" in the wage, and we will **then** find that, with the wage question being better adjusted, fathers will prefer their sons to become tradesmen rather than professional men, for the return in the wage under such a system would be more equal to the salaries now paid in some of the professions.

To go into any shop today one will find the present-day tradesman a man well up in years, few young tradesmen being found. With the "making" process of tradesmen at a standstill, in a few years more it will be almost as impossible to get journeymen as it is now almost impossible to get apprentices. When that time shall have arrived the "cost of living" (production) to all society will have risen to a still higher point than now, because of this "famine" condition in the trades. The **demand** on a trade for the **real** producers and their products will so far exceed the **supply** that it will be impossible to meet it. And what has been thought all the years back, and is still being thought, as serving as a protection to the worker in giving **low** living costs — **will prove just the reverse.**

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The Honor in the Job

The "Honor in a Job" — what is it?

First, the "honor in a job" is the job that comes to you without price, from a customer who has faith and confidence in you that you will bill the same to him at a fair price, and yet at a price that will give you a profit.

It is the "honor in the job" that should make you more than ever want absolutely to know your true productive costs, so that you will not bill below cost.

If you can have your buisness built on this kind of knowledge, if you can have your business built up on a "Cash, plus" basis, knowing perfectly your costs — you are on the right road to a successful business career in which there is the **honorable profit.**

And this profit will have come, not by robbing one man and giving to another, but by getting from each man that which he should pay.

The "honor in the job" is vital to every plant-owner's very best interest.

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MOS' AS GOOD AS DOUGH

Oh, when they git th' ice and salt,
  An' fix the cream an' stuff,
An' git th' freezer goin', till
  It's goin' slow an' tough,
We git aroun' th' wimmen folks
  To help the freezer go —
Our tongue just drips to lick th' dash,
  'At's mos' as good as dough.

An' when they git th' stuff all froze
  An' ready mos' to pack.
We then gits up an' gives our lips
  A sharp, resoundin' smack,
An' when they pull th' dasher out
  An' to the sink they go,
We asks 'em for th' drippin' thing
  'At's mos' as good as dough.

We like to eat th' little chunks
  They cut from cakes an' pies;
We're watchin' for 'em, too, you bet,
  With two big hungry eyes.
But yet, somehow, we also like
  To lick th' dasher so —
Because somehow to us it seems
  It's mos' as good as dough.

—By E. E. S.

Yes, those were great days, those days when we gathered 'round the cake dough pan to help mother and tease sister as we waited for our share of the sweet stuff.

Great days those — but to the memory of the inventor of ice cream and the ice cream freezer, with its dasher, it is our humble opinion that some one should erect a whole row of monuments — not of the ice cream and cake kind, either—but real, genuine marble ones.

Those days of pounding ice and mixing it with salt, of turning the crank, breaking the back, barking the knee, and then waiting to "lick off the dash" were, as Briggs would say, "Days of Real Sport," made ever joyous by anticipation as well as by realization.

We admit that even at this late day in life we still have the same hankerin' for the ice cream dash, aye, and with the kiddies, the pleasure of cleaning out the dough pan.

Long may the dough pan, the ice cream freezer and its dasher live — and may the memories of youth never die out.

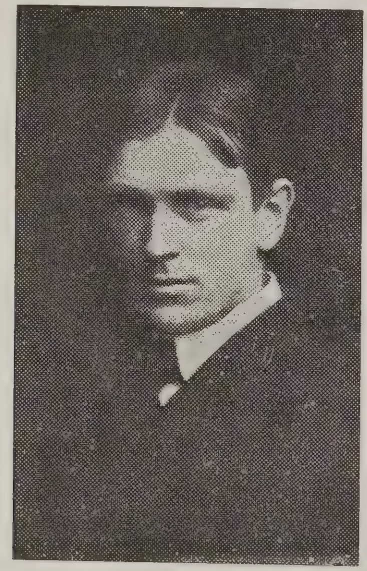
Virginia Press Association

By G. E. Wray

THERE are one hundred members in the Virginia Press Association. Practically all of them were present at the fall meeting held at Richmond in October. Colonel Murphy invited the entire body to feel at home in his new hostelry for two days, and then some. In fact, the one hundred editors were guests of the colonel and Mrs. Murphy, he having invited them to open his new banqueting hotel — easily the finest in the south.

President Cooke opened the first session and called upon Mayor Ainslie to welcome the scribes. The mayor referred to them as "the brains of the state," and went beyond his usual convention welcome. Among other things he said:

"When strangers come here it is our custom to tell them of the glories of old Virginia — to tell what we have done, and are doing, and hope to do. But now that we are all right here together — all Virginians and working for Virginia — we might as well admit among ourselves that Virginia is backward in some of the things that go to make a state. This condition is not the fault of the newspapers, but it is a condition the newspapers can do much to correct.



President Charles B. Cooke

"We must seek to build up a spirit of broad friendly co-operation for the entire state and its welfare, instead of only for each local community. For instance, in this matter of tax reform — and I have not seen a single editorial in any newspaper in Virginia that indorsed or defended the present tax laws — some communities must give up some of the advantages which they have been enjoying, and which they have never had any right to enjoy, and act for the benefit of the whole state. Inequalities are not only harmful to those in Virginia, but the fact that such inequalities exist is a deterrent to those who think of coming into the state. No greater work can be done by the Virginia editors than to educate the people out of the local idea into a broader conception. Richmond has been built up, not entirely by its own energy, but very largely by the prosperity of the rural districts. Our people realize that anything that is hurtful to the agricultural interests of Virginia will be hurtful to the cities. Anything that is hurtful to one section of the state is bound to injure the state at large."

The legislative committee, through Chairman Hughes, reported progress and was instructed to continue their labors. The first publicity law proposed by the committee is an act as to legal or quasi-legal notices, court orders, sheriffs' notices, and all manner of such publications which are required to be published by law, the new act requiring that they be published in the county or town in which the case is docketed, or where the property is located, or, if no newspaper is published in that county, at the nearest point thereto. At present, although certain notices and court orders are required to be published, with a view of giving the matter publicity, it is possible to select some obscure newspaper at a distance, which has little or no circulation in the county where the issue is pending.

The second act recommended requires the publication at least once a week of all real estate transfers, trust deeds, mechanics' liens and judgments. Such a law, it was stated, is now in effect in seven states west of the Mississippi River. Another act recommended provides a minimum size of type for all kinds of legal advertising, providing that it must not be smaller than six point.

The proposed act in regard to libel provoked much discussion. The proposed act, in short, is largely in line with similar laws in Ohio and New Jersey, and is worthy of general consideration:

"An act in regard to libel: when and how withdrawal shall be made, and how and when truth of statement may be proven.

"1. Be it enacted by the General Assembly of Virginia, That when any person shall take exception to any statement made in any newspaper or other publication as libelous, the person who so claims grievance shall, within three days after said publication is made, furnish to the editor, owner or publisher of the offending publication a statement of the matter, under oath, and the editor, owner or publisher shall give the said statement publication in his next succeeding issue after receipt thereof, in the same column in which the article complained of has appeared, under headings of the same size and prominence, and this shall be accepted as full and complete withdrawal of the offending publication.

"2. In all prosecutions or indictments for libel the truth may be given to the jury by evidence. And if it shall appear to the jury that the matter charged as libelous is true, and was published with good motives and justifiable ends, the person or publication accused of such libel shall be acquitted."

It seems that under the present Virginia laws proof of the truth of the statement, or evidence that a full retraction was published, may be taken only in mitigation of the damages. Objection was made that the limit of three days did not give the aggrieved party time to consult counsel or to demand a retraction. Chairman Hughes said the time had only been tentatively set, following the Ohio statute, which allows only three days. President Cooke thought that any paper which, without intention, through misinformation or a blunder of some sort, published an untrue statement libelous in its nature, would hear from it within three hours — not three days. Even simple errors not at all libelous in their nature were usually very promptly reported by some one.

The last of the series of proposed acts recommended by the legislative committee was an act requiring the publication by city and town treasurers of their receipts and expenditures. A law now in force requires such publication by county boards of supervisors under heavy penalty.

There is on the statute books a law requiring quarterly publication by city and town treasurers, but, as it carries no penalty, it is not observed. The only city which publishes a complete statement of its affairs is Winchester, which has a stringent city ordinance on the subject, and which publishes in detail every month all receipts and expenditures.

The committee will have further meetings to consider other matters of legislation of special interest to Virginia newspapers. In gathering data from various United States senators and others as to the laws in many states, Chairman Hughes had been frequently told that what Virginia needed most was a corrupt practices act, but this is a large subject, and will take a great deal of time for consideration.

In the evening the editors were the guests of the Times-Dispatch at a theater party at the Lyric. At 9:15 the stage manager made the announcement that President Wilson had signed the tariff bill at 9:09. The applause was immense, for it goes without saying that Virginia editors are, to a man, proud of this great son of the Old Dominion.

The Richmond reception committee, to whom great praise is due, consisted of John Stewart Bryan, J. St. George Bryan, S. B. Woodfin, Allen Potts, R. W. Simpson, L. Whipple, Jefferey Montague, L. A. McMahon, Horace Hawkins, John H. Cooke, R. M. Lynn, George W. Rogers, A. R. Holderby, Jr.

The ladies' committee consisted of Mrs. John Murphy, Mrs. Charles B. Cooke, Mrs. Alvin M. Smith, and others.

Among those who were registered at the Murphy Hotel were: Charles Berkeley Cooke, Journal, Richmond; Harry Houston, Monitor, Hampton; George B. Keezel, News-Record, Harrisonburg; Mr. and Mrs. E. W. Witten, News, Grundy; Mrs. E. W. Bissel, Leader, Staunton; Mr. and Mrs. E. H. Clements, Times-Virginian, Appomattox; Mr. and Mrs. A. S. Graveley, Bulletin, Martinsville; Mr. and Mrs. George A. Green, Review, Clifton Forge; Mr. and Mrs. Charles R. Hughes, Courier, Berryville; Rorer A. James, Register, Danville; L. E. Lookabill, Critic, Roanoke; Mr. and Mrs. W. A. Land, Courier, Blackstone; J. S. Bryan, News-Leader, Richmond; Col. Allen Potts, Times-Dispatch, Richmond; A. P. Rowe, Fredericksburg; R. N. Robertson and Miss Bertha G. Robinson, Observer, Orange; Mr. and Mrs. J. A. Whitman, Enterprise, Wytheville; A. W. Robbins, Chronicle, Rocky Mount; Alexander W. Forward, News-Record, Harrisonburg; Mr. and Mrs. Isham Wilkinson, News, Kenbridge; Mr. and Mrs. J. E. Spatig, Times, Lawrenceville; W. M. Minter, Journal, Mathews; R. S. Barrett, Gazette, Alexandria; R. S. Chamberlain, Jr., Virginian, Phoenix; Mr. and Mrs. E. G. Moseley, Methodist, Roanoke; McDonald Lee and his daughter, Miss Robinette Lee, Citizen, Irvington; Mr. and Mrs. R. A. Anderson, News, Marion; Mr. and Mrs. J. C. Campbell, Era, Amherst; C. W. Campbell and sister, Mrs. H. R. Mills, Times, Buena Vista; Mr. and Mrs. E. S. Flynn, Times, Martinsville; L. S. Pendleton, Virginian, Louisa; C. B. Camper, Herald, Fincastle; C. D. Denit, Times-Register, Salem; J. L. Hart, Herald, Farmville; Mr. and Mrs. O. W. Eanes, New Castle; Alex Forward, News-Record, Harrisonburg; G. E. Wray, National Printer-Journalist, Chicago; J. E. Cooke, Valley Virginian, Waynesboro; W. C. Goldman, West Point; M. T. Harrison, Bedford City; Alex G. Wedderburn, Alexandria.

Other registrants were: J. H. Baumgartner, Baltimore & Ohio Railroad; Laurens Foreman, Southern Railway, former editor Atlanta Constitution; W. H. Savory, Mergenthaler Company, New York.

The second day of the convention was devoted to business in the morning, pleasure in the afternoon, and a banquet in the evening, which was a fitting climax to the two days of activity. Colonel Murphy and Mrs. Murphy, hosts of the occasion, sat at the head of the main table, flanked by Governor Mann, Governor-to-be Stuart, Mayor Ainslie, President Carrington of the chamber of commerce, President Alvin Smith of the Business Men's Club, President Cooke of the Association, and other notables.

President Cooke proved himself a most able toastmaster. Colonel Murphy had offered prizes of $150 for the best essay on "The Best Way to Build Up the Commonwealth."

Alexander M. Forward, of the News-Record, Harrisonburg; Mr. Camper, of the Herald, Fincastle, and Editor Barrett, of the Gazette, Alexandria, were the winners of the essay prizes offered by Colonel Murphy, the prizes being awarded in open meeting. Mr. Forward was called on and read his paper to the company, Mr. Barrett read his, and President Cooke read that presented by Mr. Camper.

About 10:00 o'clock the speechmaking began. First came Mayor Ainslie, who said some nice things about the editors, as did all the speakers; then Governor Mann, Henry C. Stuart, Alvin M. Smith, John Stewart Bryan, Ben Owen, and others followed.

Later in the evening W. B. Fitzhugh, of the Eastern Shore, who was one of the organizers of the association twenty-five years ago, deplored the fact that there were but six members of that organization now present.

"Most of them dead, stranded or in the poorhouse," commented Mr. Fitzhugh.

Governor Mann spoke for half an hour on the condition of the roads and the farms and the mountains and seashore of the state, and told of many things the state excelled in, and then said the state grew the finest hay, alfalfa, corn, apples and peaches of any state in the country, and he was proud of it.

The singing of "He's a Jolly Good Fellow," "We Won't Go Home Till Morning," and "America" closed a most delightful convention.

* * *

"NIFTY IDEAS FOR THRIFTY PRINTERS"

The above is the title of a book of specimens of artistic printing, designed and printed by J. L. Frazier, 604 Kentucky Street, Lawrence, Kansas. The book needs no excuse for its issue, but the author, in a foreword giving the reasons for publication, which reasons are entirely verified and shown to be sound by the work and instruction, says, in part: "First, I know there is need for such a work. It should prove of worth both in suggesting ideas to progressive customers and to the men who do the work. My second reason for issuing the book is because I am getting letters all the time from printers who see reproductions of my work in the trade journals and desire specimens of my original work."

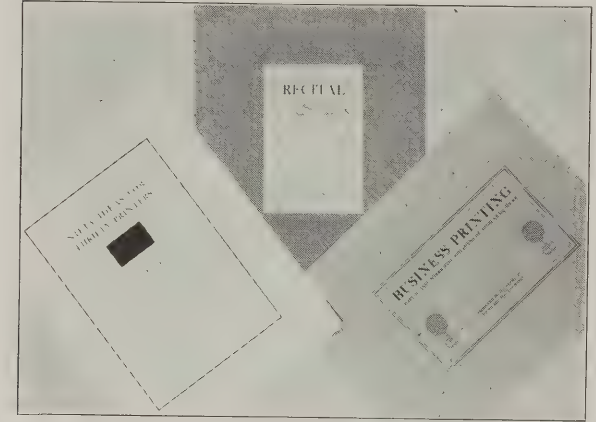
Here is a suggestion of the service that the trade press is rendering to all progressive printers by giving reproductions of specimens of good printing that both teach and inspire, and at the same time serve to bring together the real progressives and enthusiasts in the art preservative of arts and the vehicle for the world's knowledge, thought and wisdom, from which comes all accomplishment and progress.

These designs are of actual work covering a period of three years and are adaptable to any office and are printed in the colors used in the jobs.

Mr. Frazier made his own tint blocks by cutting, to the form desired, three pieces of six-ply cardboard and one press board and gluing them to a block, the press board mounted on the top for the reason of its hardness and because it would not be picked off by the roller during the run.

He claims that he can get as good results with pressboard tint blocks as can be obtained by the use of patent leather that is used by some printers, and save time in cutting them out.

The price of the book is two dollars a copy, and it is worth the money. Mr. Frazier only printed two hundred copies and ought to have no trouble in disposing of the same. It will be a book convenient for reference and to show to customers as suggesting designs for effective printing.



We show herewith a reproduction of three pages selected from this work which show the high quality of the designs contained therein. They show that beautiful effects can be obtained by simple methods and consequently at a saving of time and money. There are about thirty different color combinations used in the book, and they are all beautiful — and, we might add, authentic.

The idea occurs, right here, that whenever a printing office has secured a very satisfactory design in a job, it would be an excellent plan to run off extra copies on sheets of good enamel paper of uniform size to bind from time to time in book form to show to customers and to use in the office. It is one way to serve business men in doubt as to just what is wanted, to convince them of the ability of the office to meet their wants and to suggest to the compositor the possibility of accomplishment with the equipment at hand.

* * *

SIDEWALK!

John A. Sleicher, in Leslie's Weekly, October 9, 1913

Keep to the sidewalk! That is the place of safety for the pedestrian in a crowded city. He may have to cross the street and thread his way through the onrushing traffic, but he is foolish, after the street has been crossed, if he does not stick to the sidewalk.

There is a safe road to travel, but the risk of danger allures us. The beaten track that others have followed becomes commonplace. It is too easy to follow. Let us get off the highway, plunge into the thickets and seek a new and better road to our destination!

Never mind the signals of danger, the warnings of the quicksands and the rushing waters! Never mind the silent mounds and the rude head boards that tell the tale of others who sought the risk and paid the penalty!

Plunge on! Push through the brambles of the thickets! Dare the dangers of the whirlpool! Let others follow the beaten track if they will, but for us, give us the zest of sport, adventure and danger. We must be progressive.

This is the spirit of the age. Every Monday morning's newspaper tells the tale: Scores and hundreds borne to death by the undercurrents at the seaside or mangled in the joy riding automobile or the winged motorcycle making its mad record run for a heedless driver.

Note the popular amusements at the summer resorts. They are those always that offer the greatest risk. "The dive to death," "The scenic railroad with 'the deepest dip' in the United States," and "The fastest ride you have ever taken." On with the dance! Let joy be unconfined!

Let the people rule and keep the undertakers busy!

* * *

LET THE PEOPLE RULE!

Leslie's Weekly, October 9, 1913

There was a man who yearned to be
  Right in the public eye,
He dreamed at night about his name
  In letters six feet high.
So first he went upon the stage
  And spouted tragic stuff,
But only played to empty seats;
  All left it in a huff.

A preacher next, he made the dust
  From pulpit-cushions soar,
But quit because a greater man
  Had pounded them before.
He lectured, but with scant success,
  And then he tried to write,
But failure sat upon his pen,
  And nipped his genius bright.

So having found that fame and gold
  For him refused to mix,
For want of something else to try
  He entered politics.
He took a phrase he used to scrawl
  In copy-books at school
To begin his slogan at the polls:
  'Twas, "Let the People Rule."

He painted it on banners gay
  And flung them overhead,
He thundered it in every speech,
  (The only thing he said.)
Believing that he spoke the truth,
  The people, far and wide,
As their deliverer greeted him,
  And rallied to his side.

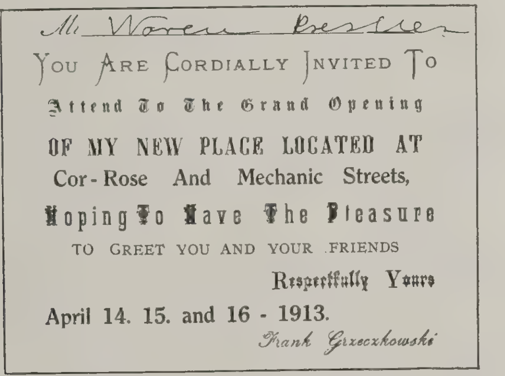
Behold him now, a demagogue
  In office waxing fat,
The public at his door must wait
  His pleasure on the mat.
And does he let the people rule,
  Or even have their say?
You bet he never does, but lo!
  He lets the people pay.

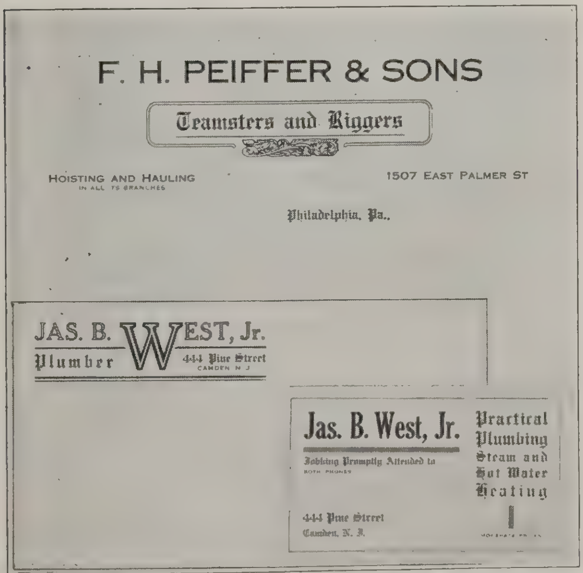
—Minna Irving.

REVIEW OF JOB PRINTING

Address All Communications to E. S. HANSON, 538 S. Dearborn Street, Chicago

THE very first article I ever wrote for the National Printer-Journalist was a characterization of an odd old printer up in Wisconsin, and some representative specimens of his work. This is brought forcibly to mind by a card which Warren Dressler of Camden, N. J., sends me. This, as every reader of this department will know, is not Mr. Dressler's own work, and the printer neglected to put his imprint on it. Mr. Dressler labels it "The Limit" and lets it speak for itself. I think at that it is not quite so bad as the samples I reproduced in the article I have referred to.

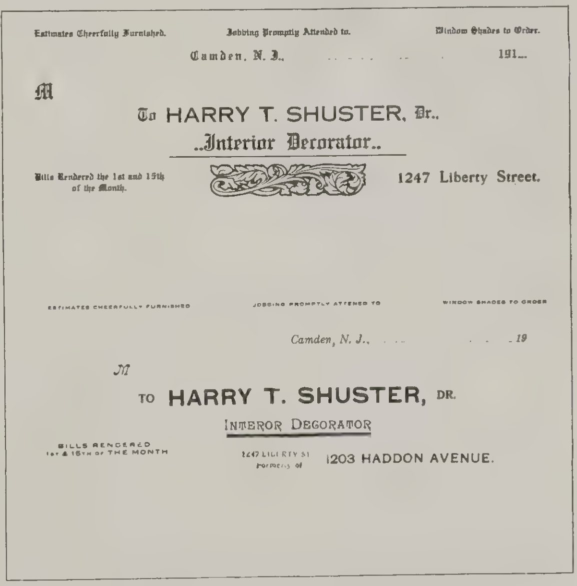

M. Warren Dressler
You Are Cordially Invited To
Attend To The Grand Opening
OF MY NEW PLACE LOCATED AT
Cor-Rose And Mechanic Streets,
Hoping To Have The Pleasure
TO GREET YOU AND YOUR FRIENDS
Respectfully Yours
April 14. 15. and 16 - 1913.
Frank Grzeczkowski


F. H. PEIFFER & SONS
Teamsters and Riggers
HOISTING AND HAULING
IN ALL ITS BRANCHES
1507 EAST PALMER ST
Philadelphia, Pa.,

JAS. B. WEST, Jr.
Plumber
444 Pine Street
CAMDEN N J

Jas. B. West, Jr.
Jobbing Promptly Attended to
BOTH PHONES
Practical
Plumbing
Steam and
Hot Water
Heating
444 Pine Street
Camden, N. J.

Mr. Dressler also sends several of his own specimens which are worthy of special attention. Among them are a number of letterheads, some of them in two colors and almost all of them with a very satisfactory touch. I am reproducing here the letterhead of F. H. Peiffer & Sons because I want to call attention to one more detail which might be improved. I would eliminate the rule under the line "Teamsters and Riggers." This same design has been used with some variations on two or three other pieces of work, and I think on all of them the effect would be much more pleasing with the line omitted. On the card for James B. West, Jr., instead of the short perpendicular rule in the lower right hand corner I would suggest a horizontal rule under the word "Heating" and square it out with that line. The envelope for this same man I consider unusually satisfactory, and I must show this also. I am glad to see the reset billhead for Harry T. Shuster, and the improvement is certainly marked. I should imagine that this man has not had any billheads printed for some time before. I cannot say that I think you have improved very greatly on the resetting of the card for Charles B. Helm. While the original card was poorly executed I think the idea was very satisfactory, and in fact, more in keeping with a professional man than the one with which you have replaced it.

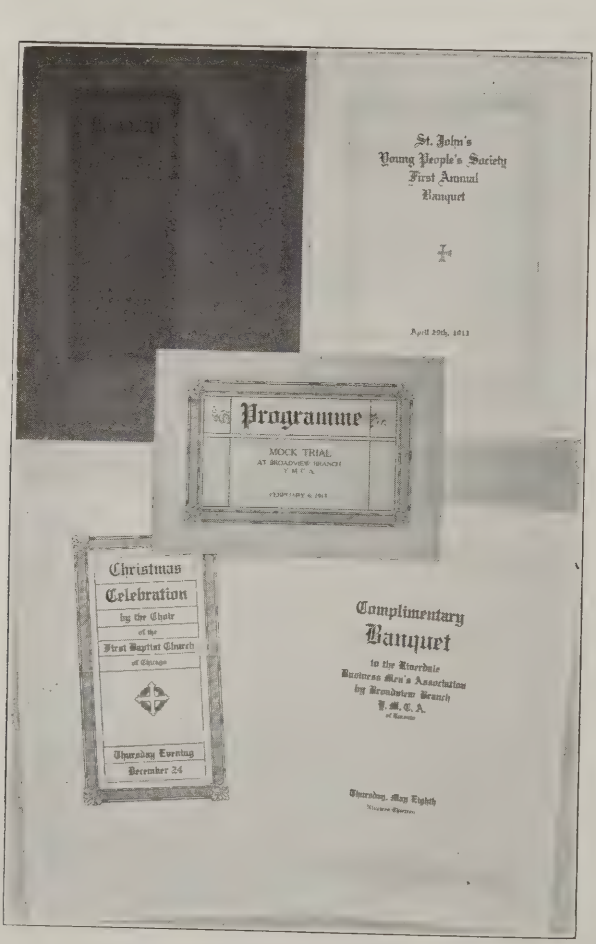

Estimates Cheerfully Furnished. Jobbing Promptly Attended to. Window Shades to Order.
Camden, N. J., 191
M
To HARRY T. SHUSTER, Dr.,
..Interior Decorator..
Bills Rendered the 1st and 15th of the Month.
1247 Liberty Street.

ESTIMATES CHEERFULLY FURNISHED JOBBING PROMPTLY ATTENED TO WINDOW SHADES TO ORDER
Camden, N. J., 19
M
TO HARRY T. SHUSTER, DR.
INTEROR DECORATOR
BILLS RENDERED 1st & 15th OF THE MONTH
1247 LIBERTY ST formerly of
1203 HADDON AVENUE.

Howard C. Hull, who is now manager of the News Printing House, Charlotte, N. C., sends a little portfolio entitled "A Dozen Suggestions." This consists of twelve specimens of letterheads, the top only being included, making a sheet 8½x3½ inches in size, the portfolio fitting very nicely into a No. 10 envelope. It is in a neatly printed cover carrying the title "A Dozen Suggestions," while the same title is on the envelope in which it is mailed out. Mr. Hull has succeeded in getting considerable variety into this collection, in one, two and three colors, and all of them are worthy of careful consideration by any man who is looking for a letterhead. A leaflet carrying a little sales talk goes out with this portfolio. Mr. Hull asks what I think of this as a business-getter, and I should say unhesitatingly that if I were in the market for letterheads I should be very glad to receive a little book of this kind, as it would undoubtedly help me to come to a decision as to style. As this booklet has now been out some little time, Mr. Hull no doubt knows from actual experience what it is worth in pulling business. I trust that it has been very successful.

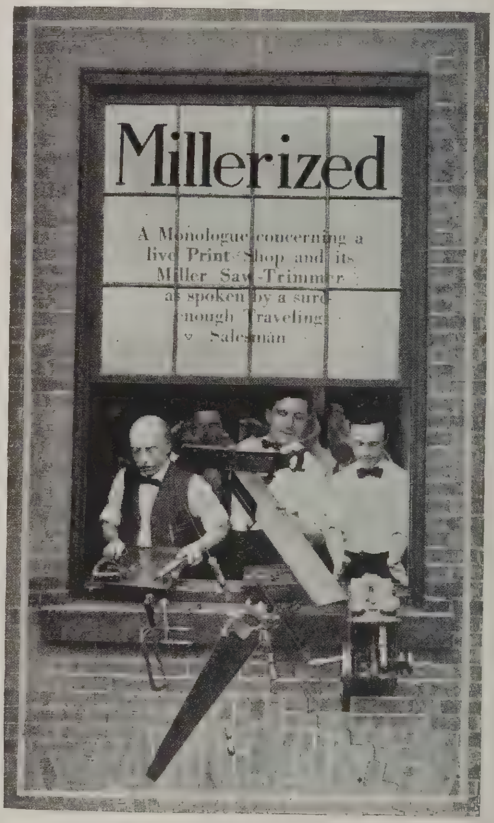
✣ ✣ ✣

Ernest Edwin Adams, of Toronto, sends with his last work a card which shows that he is with the firm of Rous & Mann of that city. If Mr. Adams can be said to excel in any one particular line of work more than another it would seem to be in programs. Several of these are included in this work and all are of the highest degree of excellence. The one for the musical recital under the direction of Mr. and Mrs. Frank R. Smith is particularly satisfactory, though as it is printed on Kraft brown stock I doubt whether it will show up very strikingly in the reproduction. Another good one, that of the Fifth Annual Regatta of the Sparrow Lake Association, I dare not try to show at all, there being too much red in the cover stock so that the most the engraver would get would be a black blur. The little folder for Colmans has been seriously marred by the character of the half-tones, which are very noticeably reproductions from other half-tone prints.



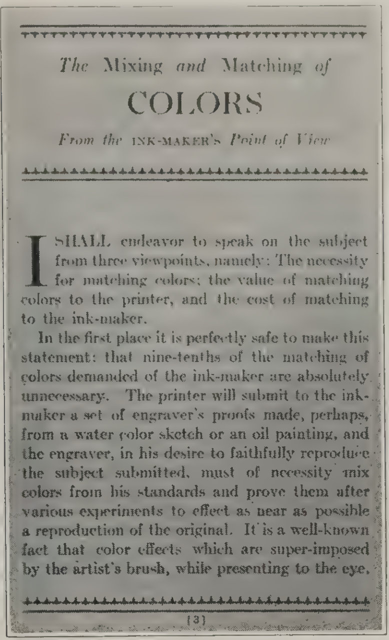
✣ ✣ ✣

This reproduction is from a booklet published by the Miller Saw Trimmer Company of Pittsburgh, the booklet being entitled "Millerized." This frontispiece is much more striking in the original than it will be in the reproduction, because of the fact that the lettering is printed over the half-tone in red. The entire booklet is delightfully composed and illustrated and shows throughout the print shop utility of the Miller saw trimmer.


Millerized
A Monologue concerning a live Print Shop and its Miller Saw-Trimmer as spoken by a sure enough Traveling Salesman

✣ ✣ ✣

Two admirable pieces of printing come from W. Arthur Cole, who is with the William F. Fell Company of Philadelphia. One of them is a little booklet on gray stock in two colors, giving a reprint of an article entitled "From the Ink Maker's Point of View," by Cliff R. Hunn, Chicago, manager, Charles Eneu Johnson & Co. The other is a booklet in two colors with illustrations tipped on, entitled "Fell Policy and Service in Brief," and is well calculated to show the delightful quality of the work sent out by this noted printing house.



The Mixing and Matching of

COLORS

From the INK-MAKER'S *Point of View*

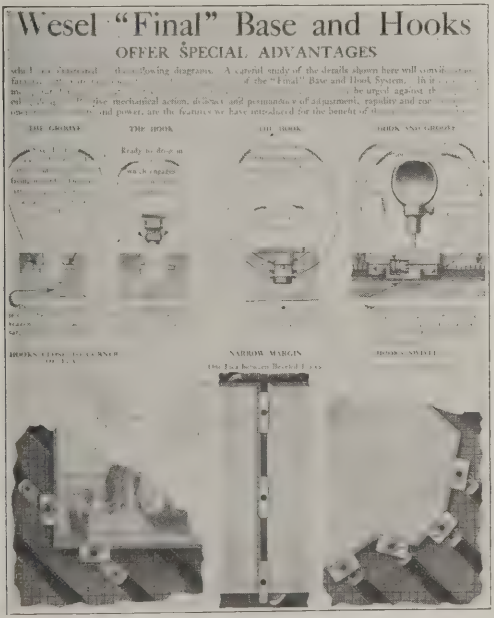
I SHALL endeavor to speak on the subject from three viewpoints, namely: The necessity for matching colors; the value of matching colors to the printer, and the cost of matching to the ink-maker.

In the first place it is perfectly safe to make this statement: that nine-tenths of the matching of colors demanded of the ink-maker are absolutely unnecessary. The printer will submit to the ink-maker a set of engraver's proofs made, perhaps, from a water color sketch or an oil painting, and the engraver, in his desire to faithfully reproduce the subject submitted, must of necessity mix colors from his standards and prove them after various experiments to effect as near as possible a reproduction of the original. It is a well-known fact that color effects which are super-imposed by the artist's brush, while presenting to the eye,

[3]

✣ ✣ ✣

This page, taken from a recent circular sent out by the F. Wesel Manufacturing Company, of New York and Chicago, shows a somewhat new method by which the photographer, the artist and the compositor can work together. Effective results have been here secured at not too great an expense.



Wesel "Final" Base and Hooks

OFFER SPECIAL ADVANTAGES

✣ ✣ ✣

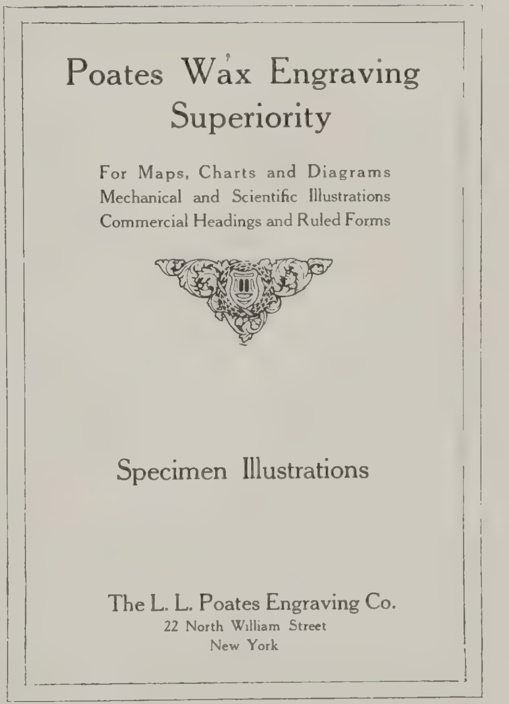
I want to compliment the man who edits Cottrell's Magazine on the character of the matter which he is printing in his delightful little sheet. He seems to be willing to consider that all people are not looking to house organs to furnish them a riot of nonsense, and has gotten together some matter which is worthy of one's careful perusal. Cottrell presses are, of course, given some attention, but they are not worked into the main body of the magazine.

✣ ✣ ✣

A folder entitled "Greater Houston," from the Standard Printing and Lithographing Company, Houston, Texas, is good, all but the amount and color of the ink. The ink itself is a little bit light in shade to give sufficient character to the half-tones, and the pressman has run it light probably to avoid offsetting. Very likely it was one of those jobs which is not ordered until the last minute and then has to be delivered shortly after it comes from the press.

✣ ✣ ✣

I have spent considerable time looking over the catalogue sent out by the L. L. Poates Engraving Company of New York, descriptive of the Poates method of wax engraving. I am free to confess that I knew very little before about wax engravings. Probably there are a number of other readers of this department in the same boat. I would suggest that they ask for a copy of this catalogue, as it is a most delightful piece of printing, aside from the information which it gives.



Poates Wax Engraving
Superiority

For Maps, Charts and Diagrams
Mechanical and Scientific Illustrations
Commercial Headings and Ruled Forms

Specimen Illustrations

The L. L. Poates Engraving Co.
22 North William Street
New York

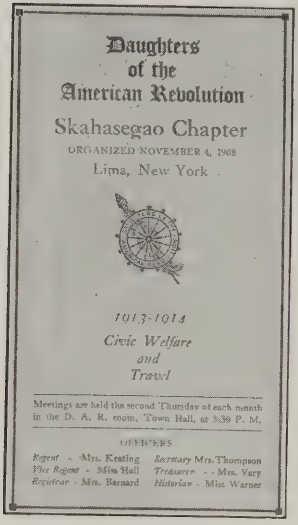
✣ ✣ ✣

A recent copy of The School Print Shop, Cleveland, Ohio, contains this interesting paragraph: "To many the occupation of a printer seems merely mechanical; this is not wholly true. In fact, it is an occupation requiring fully three-quarters of mental perception to one-quarter of skill of the hands." This publication contains some really good matter and is handsomely printed in two colors.

* * *

E. S. Hanson, Chicago.

My Dear Sir:—I wish to express my thanks for your complimentary notice of my work in the September issue of the N. P. J. It is gratifying to know that my work is gradually improving and worthy of special mention by a competent judge. Your department has been of great help to me. I sent for a half tone of the reproduction and will use it as an ad.



Daughters
of the
American Revolution

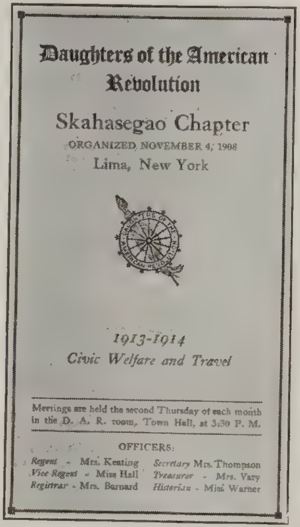
Skahasegao Chapter
ORGANIZED NOVEMBER 4, 1908
Lima, New York

1913-1914
*Civic Welfare
and
Travel*

Meetings are held the second Thursday of each month in the D. A. R. room, Town Hall, at 3:30 P. M.

OFFICERS

Regent - Mrs. Keating *Secretary* Mrs. Thompson
Vice Regent - Miss Hall *Treasurer* - - Mrs. Vary
Registrar - Mrs. Barnard *Historian* - Miss Warner



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I am enclosing you two copies of a cover page (same wording). No. 1 is the proof I submitted and No. 2 is the way the customers had it changed, which just suited them. Would be pleased to have your opinion of the two.

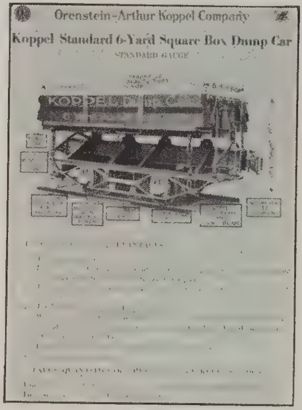
F. A. VAN GELDER.

Lima, N. Y.

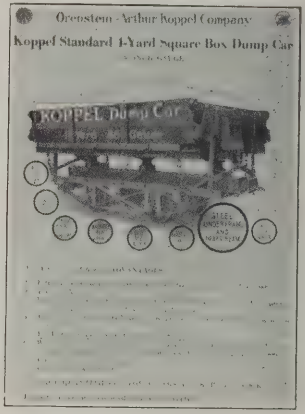
There is no question but that the original setting was along correct lines, and that the customer spoiled it in compelling a resetting. The customer had in mind an entirely different type of design, but his (or her) ideas of that type were vague and indistinct, and the result is a hybrid type, out of proportion and balance.

* * *

Here are shown two pages from a recent catalogue which came to my notice and which are of interest principally because of the treatment of the illustrations. There is nothing which will tell a story as quickly and forcibly as an illustration worked up in this way. In this particular case all the work is on the one plate, making it quite expensive, but as I have pointed out before in this department, the same result can be secured by setting the explanatory matter in type and rule, and printing in color over an ordinary half-tone.



Orenstein-Arthur Koppel Company
Koppel Standard 6-Yard Square Box Dump Car
STANDARD GAUGE



Orenstein-Arthur Koppel Company
Koppel Standard 1-Yard Square Box Dump Car

I also want to call attention to the half-tone running heads on these pages. These should have a line along the top and bottom, and could well stand a somewhat darker background also. As they are, they are much too light and elusive (I guess diaphanous is the word I want) for this class of printing.

"NEWSPAPER WRITING AND EDITING"

Our schools of journalism are rendering splendid services for the newspaper makers and printers or printer-journalists. Not the least while most direct service is incidental and comes through the writing and publishing of books on newspaper making and printing by the professors and teachers. The scientific plan of school instruction in the two great, closely related callings are new, and text books were naturally lacking.

We had hoped, for many years, and from the day of the organization, that treatises would be compiled from the papers and discussions presented at the conventions of the National Editorial Association, but the members of the organization are all busy in their callings and, while what they have presented has proved most practical and valuable for workers in the calling, no one had the time to put the professional knowledge into shape in any scientific manner to meet the demands of learners. Besides, in a broad sense, editors are educators of the people, their knowledge or ability to instruct or to understand the needs of the learners of the profession or not is to be doubted. It may be just as well that no attempt was made, yet it is to be hoped that all that has been produced by the practical members of the calling furnish valuable mines of facts, methods and theories, which teachers and authors are able to work for information and inspiration. From the university schools of Wisconsin, Missouri and Ohio, or rather from the teachers therein, have come very valuable works.

This month two such books have reached our desk, originating from the School of Journalism and the Extension Division of the University of Wisconsin.

"Newspaper Writing and Editing" is the title of a most comprehensive and carefully prepared volume by Williard Grosvenor Bleyer, Ph. D., Chairman of the Course in Journalism and associate professor of Journalism in the University of Wisconsin.

It is published by the great publishing house of Houghton Mifflin Company, The Riverside Press, Cambridge, Massachusetts. The book is worthy of its author and of its publishers. The scope of this treatise is pretty well set forth in the author's preface, from which we quote the following:

"Seven years' experience in trying to train college students in methods of newspaper writing and editing has convinced the author of the need of text-books in journalism. Newspapers themselves supply the student with so miscellaneous a collection of good, bad and mediocre work that, with an uncritical taste, he does not always discriminate in the character of the models which he selects to imitate. Lectures by experienced editors and writers, although fruitful of much inspiration and general information, seldom give the student sufficiently specific and detailed directions to guide him in his daily work. What he needs is a handbook containing typical examples of all of the kinds of newspaper work that he is likely to be called upon to do during the first years of his newspaper experience. These examples should be carefully selected from well-edited newspapers and should be analyzed to show the fundamental principles that underlie their construction. With such a book illustrative of current practices in newspaper making, he can study more intelligently the newspapers themselves and can assimilate more completely the advice and information given by newspaper men in active service. Furthermore, such a book, by giving specific suggestions with examples of their application, serves as a guide to aid the student in overcoming his difficulties as he does his work from day to day. It is to furnish a handbook and guide of this kind that the present textbook has been prepared.

"This book is adapted both for use in college classes in journalism and for study by persons interested in journalism who are not attending college. The needs of these two groups are not essentially different. Both desire to know the basic principles of newspaper writing and editing and to get the necessary training in the application of these fundamental principles to their own work. In each chapter, accordingly, explanation and exemplification are supplemented by material for practice work. * * * In the discussion of the news story, an emphasis has been given to the 'lead' that may seem disproportionate. This has been done in the belief that the rapidity with which newspapers are generally read makes the beginning the most important part of the story. The average reader gleans the significant facts of each piece of news from the headlines and the first paragraphs. He expects in the 'lead' the 'feature' as well as the gist of the news. To the student this problem of massing skillfully, in a compact and interesting form, the substance of his material, is a new one, and he must be shown all the varied possibilities of this treatment. The author has not been unmindful of the fact that efforts are being made to break from the 'gist-of-the-news' beginning, and has given examples of other forms. For stories in which entertainment rather than information is the purpose, beginnings that do not summarize may undoubtedly be used to advantage. In such stories the student must be shown how to arouse the reader's interest and curiosity in the first sentences so that he will read further.

"The function of the newspaper has been discussed at some length in order to call the student's attention to the importance of the newspaper as an influence in a democratic government and to point out the significance of his own work in relation to society. An effort has been made to analyze the problems of newspaper making in order to show the fundamental issues involved. The purpose has been, not to settle these questions dogmatically, but to stimulate the student to think for himself."

The subject is treated under fourteen headings, in as many chapters and the following enumeration of chapter title headings will give an excellent understanding as to how thoroughly and comprehensively the work has been accomplished:

"How a Newspaper is Made; News and News Values; Getting the News; Structure and Style in News Stories; News Stories of Unexpected Occurrences; Speeches; Interviews and Trials; Special Kinds of News; Follow Up and Rewrite Stories; Feature Stories; Editing Copy; The Writing of Headlines; Proof-reading; Making Up the Paper; The Function of the Newspaper."

"BOOKKEEPING AND COST FINDING FOR PRINTERS"

Bookkeeping and Cost Finding for Printers is published by the University of Wisconsin and comes from the University Extension Division and is by Professor E. H. Elwell, whose known ability, as well as the demonstrations of his system, made at Cost Congresses and on other occasions, furnish a guarantee of practical value.

The book, as it reaches this office, is made up of ten pamphlets or "Assignments" bound together in cloth, self-binding cover and embraces, as we understand, the whole "Home-Study Course" in the branches named, of the "Correspondence Study Department." Complete bookkeeping and cost finding forms are given. The course has been thoroughly revised and officially endorsed.

The following letter with the extracts from the little pamphlet will fully inform our readers of the objects had in view of the publication, the authoritative character of the course, and the very liberal terms on which it is offered:

The University of Wisconsin
Madison, October 18, 1913.

Mr. B. B. Herbert,
Editor, The National Printer-Journalist,
Ravenswood, Illinois.

My Dear Sir: At the request of Professor F. H. Elwell, I am taking pleasure in forwarding to you a copy of our new correspondence study course in Bookkeeping and Cost Finding for Printers. Please accept this material with the compliments of the university.

With this letter I am enclosing a little pamphlet which describes our method of instruction and the terms under which the course is sold. You will easily see that this is not a money-making proposition for us. Our purpose is to spread the gospel of accurate costs as widely as possible. If under these conditions you care to favor our work with any comments in your columns, I can assure you that the courtesy will be appreciated.

Very respectfully yours,
R. S. BUTLER,
Associate Professor of Business Administration.

The Need

The printer who does not know his costs of production is never sure of his profit. He loses by prices that are too low; his customers lose by prices that are too high. His estimates are largely guesses, and his prices are often fixed "to get the business" rather than to make a living profit. Business without profit spells failure for the individual printer and demoralization for the printing industry. To avoid unprofitable business the printer must know his costs. Furthermore, a detailed knowledge of costs makes for efficiency by giving exact information about every department of the business. In addition to cost records, accounts that really account for every transaction are as necessary for the printer as for any other kind of business man. Adequate bookkeeping and accurate cost finding are two of the most important needs of the printing industry. The realization of these needs and the desire to satisfy them were the reasons for the preparation of this course.

Purpose

The purpose of the course is, first, to present the general principles of double entry bookkeeping with their special application to the printing business, and, second, to teach the elements of cost finding and to explain methods of installing and of maintaining a complete cost finding system for a printing establishment. The course is based on the Standard Cost Finding System, and is, therefore, founded on those principles that have been uniformly applied by thousands of successful printers in this and foreign countries.

Officially Endorsed

The course was prepared at the request of the Ben Franklin Club of Milwaukee by Professor F. H. Elwell, a practical accountant, who received the co-operation of the members of the club in adapting accounting principles to conditions in the printing trade. The course has been officially endorsed by the United Typothetae of America, by the Ben Franklin Club of America, and by the Wisconsin State Ben Franklin Club.

Before the revision that resulted in the offering of the course in its present form, the American Printers' Cost Commission appointed a special committee consisting of their chairman, Mr. J. A. Morgan, of Chicago, and Mr. H. W. J. Meyer, of Milwaukee, to review the course in detail with the author, to the end that every word might receive the formal sanction of practical, experienced printers. As a result of this careful revision, printers may be assured that the course is entirely practical, and that it presents exactly the instruction that most printers will find of the greatest value in their efforts to learn costs and to keep satisfactory books of account.

Method of Instruction

The course is divided into ten sections, called assignments. Each assignment is bound separately in paper. When a student registers for the course, several assignments are sent to him at once. He studies the first one; writes out his answers to the recitation questions and works out the required practical exercises, and then sends his written work to the Extension Division for examination and correction. As soon as one recitation is completed, he may begin the study of the next assignment. When the written work for one assignment reaches the Extension Division, another assignment is sent to the student, until he has them all, so that he is never without material for study. The recitation is then examined, corrected, graded, and returned to the student.

The ten assignments together make a book of 205 pages, including all the explanations and illustrations of forms needed by the printer for the installation of a satisfactory bookkeeping and cost finding course. When a student has completed the course and has received all of the assignments, he is furnished with a substantial binder for them.

Cost

The fee for the entire course is only $5.00. This fee entitles the student to (1) the careful examination and correction of his recitation papers, (2) the ten printed assignments, and (3) a binder for the course. The Extension Division pays postage on all material sent from Madison to the student. The exceedingly low cost of the course is made possible partly by reason of the courtesy of the United Typothetae of America in extending freely to the University the facilities of the Indianapolis Technical School of Printing.

Instruction in the course is individual; enrollments will be received at any time. The work of the University Extension Division continues without interruption through the entire year. Each student is allowed a period of twelve continuous months in which to complete the course. He is urged, however, to give the course as close attention as possible, and to try to complete the study of one assignment and to send in one recitation each week until the course is finished.

Outline of the Course

Fundamental Bookkeeping Principles for Printers: Importance of correct bookkeeping; kinds of accounts; assets and liabilities; books of original and of final entry; trial balance; arrangement of accounts; profit and loss account; balance sheet; capital and revenue receipts and expenditures.

General Books of a Printing House: Journal; cash book; order and sales book; purchase book; customers' and creditors' ledgers; general ledger; transactions illustrating opening, use, and closing of books, and making of statements.

Introduction to Cost Finding: Factory, selling, and administration accounts in technical and statement form; costs as shown on the general books; jobs in progress; elements constituting cost of a job; principle of controlling accounts.

Equipment and the First Element of Cost — Materials: Equipment controlling account; detailed equipment records; direct and indirect materials; the stock room; purchase requisition; purchase order; report of materials received; perpetual inventory; materials requisition; shop supplies requisition; storing of electrotypes and engravings.

Second Element of Cost — Labor: Productive and non-productive labor; chargeable and non-chargeable operations; labor records; hand and machine composition time tickets; compositor's daily time ticket; press room ticket; bindery time tickets for large and small shops; department pay roll.

Third Element of Cost — Indirect Expense: Direct department and general overhead expense; unit used for cost finding; methods of distribution; selling, stock handling, and shipping expense.

Complete Cost Finding System: Productive order cost system; job ticket; job record; charging materials; posting labor items; record of chargeable and non-chargeable hours and of press impressions; statement of cost of production; average cost per hour; determination of profit or loss on each job; analysis blank; individual record of work performed; how to figure profits.

Depreciation: Definitions; depreciation factors; methods of writing off and of booking depreciation; depreciation funds and accounts.

THIRTY-SEVEN YEARS OF USEFUL PUBLIC SERVICE

Col. R. M. White, for several years recording secretary of the National Editorial Association, completed, on September 25, the thirty-seventh year as editor and owner of the Mexico, Mo., Ledger. He has made the paper entirely worthy and useful during all the thirty-seven years and has kept always in close touch with all local interests and worthy institutions, serving in many positions of trust, in educational, benevolent and social activities, while devoting the columns of his publication to the forwarding of all measures and efforts for social, moral, religious and industrial improvement and for the advancement of education and good government.

Probably no other man ever occupied so many positions, at once, along worthy lines in church, fraternal, literary, editorial and other worthy organizations and in state educational and altruistic institutions, as has Colonel White. His work has won him wide acquaintance and hosts of friends inside and outside of his profession as well as very comfortable success as a newspaper man.

Col. R. M. White

His son, L. M. White, who has been raised to the calling, is now associated with him, and is fully equipped to carry forward the work of his father, as is fully shown by the following, written by him and appearing in the Ledger of September 25, that can be read with great profit by every journalist, no matter how short or how long a time in the profession, that opens so many opportunities to and devotes so much of its faithful votaries:

Thirty-seven years ago this week the Mexico Ledger became the property of R. M. White and its course charted. His purpose was to make it a newspaper with ideals of high public service and the vigor to maintain them, a newspaper that would stand watch over the interests of the home and safeguard the principles of good government and social progress.

He believed then as he has taught me to believe now, that intelligent effort persistently applied to a big broad policy whose principles place the home first, above money consideration, political influence or personal prestige, is achieving Public Service — the first duty of every publication of integrity.

Personal animosities and prejudices of the editor should be foreign to the columns of a publication if it means to stand for right, to safeguard the homes of its subscribers, protect them from evil influences and imposition. It should be edited with a view of advancing the readers material interests, contributing to their moral and mental welfare and advocating the people's cause.

It was well said recently "one inviolate rule of successful journalism requires every impulse to have honesty of purpose and truthfulness back of it. To merely assert an intention to be public-spirited is not enough. The people demand, as a price for their confidence that a newspaper shall at all times, maintain its character. It is only by repetition, by continuous and constant devotion to a cause that a name for sincerity can be firmly established by a paper in the home."

Public service is the first duty of the right kind of a newspaper.

The publishing of a complacent new paper is idle "pastime."

A newspaper, like a person, should have individuality and conscience. The policy of the paper is the public expression of its conscience. Its individuality is its adherence to this policy.

The paper should be constructive working for both the moral and physical uplift of society.

It should possess and exercise those three great human attributes—Faith, Hope and Charity.

It is a reflection of the community in which it is published and should deal wisely with its praise and leniently with its condemnation.

It should always stand for what is right and best for the public.

It should be honest and dependable because it must have character above all other attributes.

Believing this we place the policy of the Mexico Ledger on record as it has been formulated during the thirty-seven years under the present management.

The Policy of the Mexico Ledger

Our policy is constructive in both the moral and physical aspect of its field and is based on true Public Service. To print all the news all the time that's fit to print first and without prejudice, to keep our columns, both news and advertising, free from objectional matter so we may enter the home clean and carry no vicious suggestion to mar its quiet and sanctity. We refuse to accept the following lines of advertising believing when we do we are equally responsible with the advertiser for any criminal results: Intoxicants, Clairvoyant, "Quack" doctor, Objectionable Personal, "Wildcat" Financial and promotion, or other unreliable ads in so far as it is possible to judge. When we enter the home we wish to do so as a clean reliable friend whose association helps rather than injures the child or in any way proves detrimental to the influence of that basis of American society "The Home."

Our motto will continue to be: "To our pride in the past and our hope for the future, let us add vigorous work in the living present."

L. M. WHITE.

A Graphic Word Picture of Editor's Life

One of Colonel White's newspaper friends, in speaking of this occasion, tells of the newspaper man's career in a way that will be appreciated by all editors who have had experience in this field, anywhere in this growing country during all or any considerable part of the last four decades:

> According to Col. Bob White, it was thirty-seven years ago this week that he bought the Mexico Ledger. Since that time he has owned and edited it. To have been in the newspaper business 37 years is to have been in close touch with every phase of life of the community for that period of time. It has been to run the gauntlet of disappointments and joys; to have met success and encountered defeat; to have been cheered and to have been cussed; to have whooped it up for the town twenty-four hours each day; to have lied like a gentleman, for one's friends, the bride and the dead; to have kept the mantle of charity over personal and community defects and the spotlight on the virtues; to have talked against trusts and then trusted everybody; to have denounced the mail order houses and to have been denied patronage by the local merchant.
>
> To have been an editor of a paper for thirty-seven years is to have had a great experience. It can't be described; it must be lived to be understood. It is to have played the part of the municipal alarm clock to keep drowsy people awake; to have been pulmoter to public spirit and enterprise; to have been chloroform to pessimism and digitaliesto optimism; to have built factories over night and advertised for them the next day in the "lost" column; to have been used as a cheer leader and as a football; to have lived on fresh air and scenery and the hope of being postmaster.
>
> It is a great part to play — a hard part. Yet to those who have played it as well as Col. White, there is due great credit. The Monitor congratulates him: congratulates Mexico upon having him for a citizen. Our best wishes for continued success go out to the Mexico Ledger and its able editor.

* * *

APPRECIATION OF ASSOCIATE EDITOR E. E. SHEASGREEN

The Western Laborer, of Omaha, Neb., a paper that shows the true spirit in recognizing the rights of all men, employers and laborers alike, and that has helped greatly in promoting the "Omaha Spirit," which we have had occasion frequently, as has our associate, to commend — both in public address and writing — publishes on its first page, October 18, the editorial in this regard by Mr. Sheasgreen and calls attention thereto in the following paragraph:

> Don't fail to read the National Printer-Journalist editorial on the "Omaha Spirit" in the "Dream Book." This article is from the pen of Ed. E. Sheasgreen, cost expert and editor of the "Business Management" department of the Printer-Journalist. Omaha men are acting along lines of the least resistance and most intelligence. Mr. Sheasgreen is not only writing editorials about the "Omaha Spirit," but he is making speeches about it. It will do the Omaha men good to read what he says in one of his speeches and maybe next week we will print it.

* * *

HELP TO NEWSPAPERS BY THE UNIVERSITY OF WISCONSIN

Madison, Wis., October 4, 1913.

Editor National Printer-Journalist,
Chicago, Illinois.

Dear Sir: At a recent meeting of the board of regents of the University of Wisconsin, the press bureau of this institution was assigned to the Extension Division. In line with its other work the division will endeavor to make the press bureau a service instrument to the press of the state and the Nation. From time to time it will send you impartial and complete news reports of the activities affecting the university plant, directly or indirectly, when the news is important enough to interest the state papers and papers of a wider area.

The bureau will endeavor to serve you these facts in an interesting way, and it will also attempt to be of service to you in other ways by the furnishing of special information when requested by any paper, and by campaigns to improve conditions within Wisconsin, such as a weekly health service. This service, begun last month, is somewhat after the plan of the Chicago Tribune column edited by Dr. W. A. Evans, but it is especially selected to meet the needs of Wisconsin. The university furnishes this health service upon request without charge, and will also furnish electrotypes to be used as department headings by papers which will run these articles.

To conduct this press bureau the university has selected Mr. Charles W. Holman, who comes from Farm and Ranch (Dallas, Texas), one of the leading agricultural journals in the United States. In his long connection with this publication Mr. Holman has made thorough and exhaustive studies of farmers' problems in many parts of the United States. He is also a thorough-going newspaper man, trained in the daily field, and has held down positions from police reporter to the editorial page.

Of course you recognize and we realize very keenly that the importance of its work and the beneficial results that can come from this bureau will be best gotten with the co-operation and advice of editors. We want you to consider it as your correspondent, and from that point of view we will deem it a favor if you write Mr. Holman, giving a full, free and frank opinion of the character of this service in the past and offering suggestions on how in the future to increase its efficiency.

We should like to have suggestions in regard to preparation of copy and to the types of stories which you think would interest most of your readers.

Mr. Holman will appreciate your keeping in personal touch with him and hearing from you from time to time with suggestions, and, most of all, a personal visit to his department whenever you come to Madison.

Cordially yours,
LOUIS E. REBER, Dean.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES
RAVENSWOOD STATION, CHICAGO, ILLINOIS
Entered at the Chicago Postoffice as Second-class Matter
BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate
WM. E. HERBERT - Supt. of Mechanical Department
Official Paper of the National Editorial Association
Member Ben Franklin Club of America, Chicago Trade Press Association, Illinois Press Association, Order of Pica, New York State Press Association.
ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION
SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.
CHICAGO, NOVEMBER, 1913

There is no other quality or grace, besides absolute honesty, fairness and loyalty to principle and duty, that so becomes an editor as serenity. Serenity comes from conscientious rectitude founded on confidence as to knowledge, purpose and conclusions.

* * *

As a right, duty and quality inherent in the newspaper calling, every editor should express, seek and exercise power or influence, not for the pre-eminence or the glory that power may bring, but for the opportunities for usefulness afforded, the higher obligations incurred, and the more worthy service that may be performed. Power, so sought, secured and exercised, will endure to bless and adorn and to bring satisfying joys that words cannot express, and a worthy, enduring success.

* * *

No man is fit to be an editor of a newspaper, in this age of error and consequent suffering, whose heart is not filled with sympathetic, compassionate love for his fellow men — for all those whom he seeks to serve. Love not only casteth out fear and makes one kindly while determinedly independent, but it is the one principle in which rests and from which springs all human interest, and human interest is the foundation of all newspaper success.

* * *

The educational benefits that have come through organization to editors, publishers and printers during the past quarter of a century cannot very well be measured, but these benefits have been very great. The promise for the future, to be realized from the increased knowledge and improved methods can only be estimated from the present wonderfully improved condition. Broader and more exact knowledge, a better understanding along all lines and the resulting, more intelligent conduct of business and co-operation have resulted and will result in cumulative benefits. There is every reason that it all has paid and paid a hundred fold as has the support and study of the journals that have helped in making organization more effective and in extending and making permanent the results in efficiency and high character.

* * *

The work of organization has not been only educational, as can be shown by many instances, but one of the striking accomplishments, now just at hand, is that of the Newspaper Publishers' Association, through its able committee, aided also by other organizations, by which, as shown by careful estimate, has saved the publishers of this country between nine and twelve million dollars annually in the purchase price of print paper, and has done away with the uncertainty as to prices.

There have been, as well, great savings from losses in credits, great gains from the development, securing and handling of advertising and the preventing of no small or individual losses of money, time and vexations, by the obtaining the enactment of just laws of libel through the co-operation of the National and State Editorial Associations.

In view of this record of accomplishments, it is not strange that, after a quarter of a century, a greater activity should be manifested in efforts for practical results in many of the State Associations and in the National body. We show, this month, what Nebraska is doing and have given for the past two months the views of the committee members of the National Editorial Association, as to plans being carefully worked out for practical business co-operation as to advertising, and we notice that the circulation managers of Texas newspapers have just formed an association representing one hundred and seven dailies to co-operate in this branch of the business. The National Association of Circulators has been an active organization for several years.

It has been the plan of the new constitution of the National Editorial Association to have all branches of the business editorial, news, business management, advertising and circulation represented therein. The plan seems valuable and entirely feasible. We believe that such broad membership would be of mutual benefit to all workers in newspaper making. There is nothing more important than an understanding and co-operation between all departments of a business.

* * *

Past President Wm. H. Mayes, of the National Editorial Association, is now Lieutenant Governor and acting governor of the great state of Texas and has just entered the field as candidate for governor, subject to nomination at the state democratic primaries in July, 1914. The following from his declaration of principles is worthy the man and the editor:

"Suffice it to say I will give to the state a thorough business administration, looking to the economic handling of every department of the state government, while carefully protecting and building up our educational and eleemosynary institutions, including our public schools; improving our penal system and encouraging in every way the highest development of every resource of this great state."

The members of the National Editorial Association all over the United States would rejoice in his nomination and election. He is in every way a true-hearted gentleman. He made an able and efficient president and his experience as a newspaper man and as Lieutenant Governor has made him familiar with all the institutions and interests of his mighty Commonwealth of the growing Southwest.

As an editor he has been a promoter of the good and the true, and of all worthy means and enterprises for substantial betterment and advancement. He is pure gold.

If we were a resident of Texas, we would consider it an honor and privilege to vote for such a man, and it would be a patriotic duty, as well, for he has been weighed and not found wanting; he has been tried and found true, and Texas needs just what he has wisely and conscientiously discerned and declared, as does every other state of this Union.

* * *

INSTRUCTING CRAFTSMEN IN COST FINDING

Scarcely any other movement can be better for the printing business, or for any line of manufacturing, than to have the workers thoroughly instructed in the laws, principles and ideas of the science of cost and the methods of scientific cost finding. The understanding of the cost of production, including not only the mechanical production but all the overhead expenses, would be of great value in the promoting of better understanding between employers and employes and the different departments, and also a more helpful and intelligent attitude as to requirements of the business, salesmanship and the satisfying and holding of customers.

The Western Laborer of Omaha, Nebraska, tells of commendable steps being taken toward carrying the cost system to the journeymen printers through the pages of the Typographical Journal, and adds:

> This is in line with the progressive policy of the Omaha Union. Knowledge of the cost system is an asset to journeymen printers, as journeymen, and is a further asset to the whole industry when such men go into business for themselves. Once the members get a taste of the cost system in their blood they will call for more, and as a result of this, Omaha conference and arrangement cost educational articles will continue to appear in the Journal after Mr. Ellick's series has run out. Frank Ellick is recognized as one of the best authorities on the cost system in the country and Editor Hays is fortunate in getting him to open the campaign of education in the Journal. At the conference Mr. Ellick suggested that Mr. Hays secure the promise of Edward E. Sheasgreen of Chicago to follow up with cost articles. Should he do so the Journal will print some rare articles on costs that will open the eyes of the members who read the journal.

There is no reason why the study or science of correct cost finding should not be added to the course of printing in the School of Typography. When printers are taught thoroughly this important science of the laws of cost — cost that is everywhere from the apprentice to the superintendent, from the sweeping of the floor and the taking of a proof to the most finished work on the color, offset or perfection press — the highest standards and full and proper remuneration will be insured.

* * *

"DOLLAR DAY"

The Elgin (Ill.) Daily News has shown commendable enterprise and great success, as previously noted, in special features and days for the promotion of advertising. There have been, as we remember, issues for builders, jewelers, farmers, manufacturers and others, with illustrated articles both instructive and pleasing, appropriate to the different lines treated, and, of course, added advertising from those dealers or producers whose respective branches receive special treatment.

Then a bargain day was made successful in which a large number of merchants united and all buyers were appealed to in an attractive manner. On October 3, the News advertised a "Dollar Day." Ten or more large establishments joined in this, and reductions were such in every line as to conform to the dollar idea.

The "Dollar Day" advertising ran throughout the whole issue, but a ten-page section was added, devoted to this idea of the dollar bargain. The first page of this section is reproduced herewith, and indicates very fully the plan. It contained the names of the merchants uniting in the plan.

The Elgin Daily news is an excellent newspaper, with all news, editorial and other departments, properly treated. It is clean, does not fill its columns with sensations or unending accounts of crimes and criminals, but contains those things that are fit to print, that are informing and entertaining. With its twenty-two great pages, it, in matter, size and appearance, is not second to the best metropolitan dailies.

Apprentice Plan

ON account of the date of going to press, it is impossible to give, in this issue, any adequate account of the great convention of the United Typothetae and Ben Franklin Club of America at New Orleans, hence this is reserved for the December issue. However, the adoption of the able report of the Committee on Apprenticeship Plan, October 22, is worthy of special notice. This important matter has been under consideration for many years, and at the annual convention in Chicago last year (September 3-6, 1912), in accordance with resolutions setting forth in preamble the importance of proper training and instruction of apprentices and the difficulty of the problem involved, an able committee was appointed, consisting of: Mr. Henry P. Porter, Boston, chairman; Mr. A. R. Barnes, Chicago; Mr. T. E. Donnelly, Chicago; Mr. E. Lawrence Fell, Philadelphia; Mr. William Pfaff, New Orleans; Mr. Irwin H. Rice, Los Angeles.

The committee made a very comprehensive report, that showed most thorough, careful and intelligent investigation pointing out the present deplorable conditions as to any sufficient means for the training of apprentices, and noting the causes, recommended the following plan for solving the problem:

Recommendations

1. The appointment of a permanent committee on apprentices.
2. An annual appropriation of the sum of five thousand dollars for the use of said committee.
3. The appointment of a National Apprentice Director.
4. Reorganization of the U. T. A. Technical School at Indianapolis.
5. A union of the U. T. A. Technical School Advisory Board with the Committee on Apprentices.
6. The appointment of local apprenticeship committees.
7. The appointment of local apprentice deputies or directors.
8. The establishment of individual shop-schools wherever possible.
9. The establishment of co-operative or local Typothetae shop-schools wherever possible.
10. The establishment of an "Apprentice Department" in all composing rooms.
11. Compilation of a U. T. A. course of instruction for all shop-schools and a modification of same for the "Apprentice Department" of composing rooms.
12. Publication of official U. T. A. text-books for use in instruction.
13. Definition of term "Pre-Apprentice" and course of instruction to prepare same for grade of apprentice.
14. Registration of all apprentices with local apprenticeship committees.
15. Adoption of a uniform indenture, if possible, or agreement, uniting employer, parent and boy.
16. A uniform wage scale for apprentices, and arrangement for bonus dependent upon efficiency.
17. An official U. T. A. certificate of achievement for all graduate-apprentices.
18. Establishment of local lectures to apprentices.
19. A correspondence course for present apprentice workmen.
20. Co-operation with trade union apprentice committees, if possible.

All of these recommendations are fully explained and discussed in the report. We present here the discussions as to 8, 9 and 10 as being of the greatest direct value and interest to our readers, while the others relate more to the details of the work to be taken up and carried on by the organization and its committees and officers:

8. The Establishment of Individual Shop-Schools Wherever Possible

It is the judgment of your committee that trade schools (or, as we prefer to term them, shop-schools) provide the only genuine solution of legitimate trade training. And by shop-schools we do not mean public-controlled schools, whether classed as vocational, manual, continuation, industrial or technical schools. Our definition of a shop-school is a trade education or training department in which school instruction in trade technique and practice, combined with necessary elementary instruction consisting of mathematics, drawing, English, spelling, punctuation, color harmony, word study and composition, etc., is pursued, coincident with work at the trade — in other words, trade training on the job, two concrete examples of which are seen in the efficient schools at the Lakeside Press, Chicago, and the General Electric Company Works at Lynn, Mass., each, among others, having been the subject of investigation by this committee.

Your committee bases its conclusions as to shop-schools of this description upon the following definite reasons:

a. That trade instruction in public schools must be differentiated in our minds from the trade training which can be obtained in shop-schools, and that this trade instruction would furnish but part of the theory and part of the technique.

b. That the rest of the theory and the rest of the technique, which is eventually to result in developing a competent craftsman, can only be secured through practice on actual work under trade and commercial conditions.

c. The most effective way to give the apprentice-student these two divisions of instruction and training is to associate them as closely as the conditions of the particular kind of business will permit, so that the school instruction and the trade training proper may be practically simultaneous.

d. That it is unfair to the apprentice-student who undertakes to learn a trade, to furnish him with less than full opportunity to perfect himself as a craftsman.

e. That it is unfair to our trade itself, or to the efficient craftsmen now engaged in it, to turn out half-equipped workmen who tend not only to produce a poor quality of work, but to act as improper competitors against competent workmen.

f. That the interest of our craft as a whole demands a product from trade instruction and trade training that shall be as near an all-round development of each individual in his chosen trade as is reasonably possible, to the end that those who are to be finally accepted as craftsmen in our trade may be fully capable of performing the work as it should be done.

Your committee recognizes fully the fact that the average print shop is small, and that most print shops cannot install and maintain an individual shop-school. But there are, nevertheless, in most large printing centers, at least one or two establishments large enough to do so, while recommendations Nos. 9 and 10 provide for smaller and average shops.

Your committee, recognizing the economic question usually uppermost in the minds of employers, "What will it cost?" has made this feature the result of special inquiry, and has found the universal response from employers of different trades who are maintaining shop-schools, that these shop-schools eventually become most profitable investments.

And they become profitable investments, not because they supply the employer with cheap workmen (which motive should be condemned by all citizens), but because they materially raise the efficiency standards of the entire establishment, thereby increasing production, resulting in decreased unit costs.

The question of equipment, curriculum, text-books and other necessities for a shop-school will be briefly discussed under recommendation No. 11. All shop-schools, whether individual or co-operative, should be subject to the Committee on Apprentices, provided for under recommendation No. 1, who would issue official licenses or "charters," and receive stated reports, in order that uniformity of instruction may prevail, and that each shop-school may receive full benefit from the experiences and developments of all other shop-schools.

9. The Establishment of Co-operative or Local Typothetae Shop-Schools Wherever Possible

Based upon the identical reasons as given under recommendation No. 8, but co-operative instead of individual, because of average shop limitations, your committee recommends the establishment of co-operative shop-schools in all localities possible.

An illustration of a co-operative shop-school is seen in the Boston school maintained by Boston printers for the past thirteen years. Your committee believes, however, that support of co-operative shop-schools should be mandatory upon local Typothetae membership, and not subject to the uncertainties of private contribution.

Co-operative shop-schools should be located as near the printing center of a given locality as possible, in order that apprentice-students may at all times be kept in close touch with actual working conditions. Part-time instruction, alternating the apprentice-student between an actual shop (his ultimate, agreed-upon destination), and the shop-school, at regular intervals, would seem to be a better course than to retain the boy in the shop-school for the full school term.

Co-operative shop-schools should never be night schools, in the judgment of your committee, as the information gathered upon this point, based upon several years' experience, seems to conclusively demonstrate that tired young bodies and minds, the result of day work, do not absorb or respond to the lessons or tasks of night shop-schools.

The above does not apply to elementary night schools, conducted by public school departments, as many apprentice-students have taken up in night schools prescribed elementary courses in which they were deficient, and have reaped material benefit therefrom.

A co-operative shop-school is no more expensive to equip than an individual shop-school, and aside from necessary space rental, costs no more to maintain. It can train a yearly class of from fifteen to twenty at small cost per student, one or more apprentice-students being selected by a local employer and sent to the shop-school to be trained for his shop.

These co-operative shop-schools to be under the immediate supervision and control of the local Typothetae Apprenticeship Committee, as provided in recommendation No. 6, who would employ the instructor, and, through the Apprentice Deputy, as provided in recommendation No. 7, would keep in touch with the apprentice shop-school graduate after he had left the school and had taken up continuous work with his employer.

The question of tuition-fee and wages paid (if any) during the time spent by the apprentice-student in these co-operative shop-schools would be largely a matter of local conditions, but whatever arrangements entered into thereon, your committee would emphasize the fact that the right kind of boy, regardless of temporary financial consideration, is the most important feature.

10. The Establishment of an "Apprentice Department" in All Composing Rooms

There are large numbers of printing plants located away from recognized "printing centers," and no system of apprentice instruction will be adequate to our needs unless these detached shops can participate therein. Apprentice instruction should be a part of the daily business duties of every printer, and each shop should be organized to this effect. The success of the cost system movement is largely due to the fact that print-shops of any size, small or large, can participate in the benefits to be derived from conscientious application. It is the aim of your committee to provide for similar shop-school co-operation upon the part of all printers.

We therefore recommend that every printing office, of average size, set aside at least a single frame with cases of type and a modest equipment of other necessary material for the exclusive use of apprentices. That such type and material shall have, if possible, a reserved shop location and be known as the shop "Apprentice Department," same to be used for no other purpose than apprentice instruction.

Also that at certain hours each day the shop boys or apprentices be required to take up in this "department" the prescribed course of study which the U. T. A. Committee on Apprentices shall cause to be prepared for this especial purpose.

These miniature "shop-schools," or Apprentice Departments, to be equipped and organized in accordance with instructions issued by the Committee on Apprentices, and be "chartered" or "licensed" exactly as the more pretentious shop-schools.

Arrangement can usually be made with the local public school authorities for the necessary elementary instruction at the public day schools or night schools, as practiced in several localities.

Your committee recommends the establishment of these "Apprentice Departments" in all printing shops, whether located in town or city. They will not only soon prove to be, in the judgment of your committee, of great value to the detached shop, but will also prove to be of inestimable value to those shops that are identified with co-operative shop-schools as outlined in recommendation No. 9.

The local Apprentice Deputy can give material aid to shops maintaining these Apprentice Departments.

Thus, with the establishment of sizable individual shop-schools in all large plants, the establishment of co-operative shop-schools in all fair-sized printing centers, and the establishment of modest "Apprentice Departments" in many printing shops of average size, all under the general direction of the National Committee on Apprentices, regularly reporting their progress and experiences to the Apprentice Director, and receiving in return helpful suggestions, ideas, valuable data and assistance, our entire industry will be working unitedly and intelligently to educate and develop our young workers, resulting in a few years in a new "race" of highly trained printers.

SECRETARY FRANK R. BRINES RESIGNS

The resignation of Mr. Frank R. Brines, secretary of the Ben Franklin Club of Chicago, was tendered to the board of directors at a specially called meeting of that body, held September 25, 1913.

The work of Mr. Brines has been spoken of throughout Chicago and the middle west as being unusually successful, and not only had the board learned to think a great deal of him but the respective members as well, he having that happy faculty of making friends wherever he would go, and pushing to success all plans and undertakings for the good of the club.

Mr. Brines states that there are numerous reasons for his resignation, the chief of which is to return to the east and live with his family and to accept a position with the American Type Founders Company of Philadelphia.

Snapshot in Office of Chicago Ben Franklin Club, Showing Retiring Secretary Brines, first gentleman to the left, standing. On the Walls are Photographs of Some Friends Gathered and Framed by the Secretary as Souvenirs and Friendly Reminders of His Work in Chicago.

In the past few months there have been numerous changes of secretaries of different organizations, and this change adds another to the long list, and with this move is the notable feature that the secretary mentioned above has been connected with organization work for the past ten years, and is known as one of the most congenial and successful association men ever in the field, and there is every reason to believe that he will be equally successful with the house that he intends to represent.

Not only do the members of the Ben Franklin Club of Chicago regret his leaving, but the members of the Chicago Chapter No. 2, Order of Pica, as well have expressed their regrets, for he was secretary of that organization and was the means of getting the boys together in such shape that they had one of the strongest organizations in the country.

Our congratulations go with Mr. Brines and his employer, and our sympathy is extended to the Ben Franklin Club of Chicago.

* * *

A HAPPY OCCASION

Reported by Mr. Rice, of the Review Printing and Embossing Company

Word having been passed around among the members of the club that Secretary Brines had accepted a position with the American Type Founders Company at Philadelphia, and would leave for his new field of work at his old home on Saturday, an unusually large number of members attended the monthly meeting of the Ben Franklin Club on Thursday evening, September 23, to show their good-will for their departing secretary and to say the parting words and to express their kindly wishes.

The evening was enjoyed, after the transaction of routine business, by good fellowship. Many short, stirring addresses were given, filled with kind words expressive of the high regard in which Mr. Brines was held and wishes for his future prosperity.

Words, however, did not satisfy the feelings of his many admirers, so, on Friday, measures were taken to secure a more substantial expression, and the 'phone was used, and soon a handsome sum was secured in small amounts so that no one should be deprived of the pleasure of contributing. The fund amounted to between sixty and seventy dollars, the major part of the active and some of the associate members contributing. As most appropriate to the subject had in view, a gold watch was purchased and the contributors were invited to meet at the Grand Pacific Hotel to unite in the tender of a complimentary luncheon to Mr. Brines, to which he was also subsequently asked, but, of course, he was kept in ignorance of the presentation feature.

The luncheon was held before the noon hour Saturday, but fifteen were present and sat down to a very satisfactory repast. After the luncheon was under way, a representative of the firm from which the purchase had been made, appeared, and asking for Mr. Brines, handed him a package, on behalf of the Chicago Ben Franklin Club. The opening of the case disclosed a solid gold, full-jeweled Elgin watch, properly inscribed with the name of the club and the recipient, with the date. There were, also, gold chain and seal.

The presentation speech was made by Editor B. B. Herbert, of the National Printer-Journalist, who spoke very fittingly on the subject of Mr. Brines' much regretted departure.

He referred to the satisfactory work that had been done by Mr. Brines and the friendships that had been formed, saying in substance: "This timepiece encased in the precious metal was intended to bespeak, and to be a reminder of, the golden hours that the members of the Ben Franklin Club and other friends in Chicago have passed with you and as the result of your efforts. Your endeavors have been golden in intention and in results. All those present, and those whose presence has been prevented by other engagements in view of the very short notice that it had been possible to give, have spontaneously contributed, with hearty good-will, to this slight token of appreciation and friendship. May all the remainder of your hours be golden with worthy efforts, proper reward and happiness. As you watch their passage on this watch, beautiful in itself, and associated, hallowed and surrounded by the purposes of its gift to you, may you recall with happy recollections the respect and love of your Chicago friends. May all good be with you and may you remember and return, to visit if not to remain, where you will always find a glad and sincere welcome."

Others who took part in the exercises, making appropriate remarks, were Messrs. Chesterman, Clark, and Layman, of the Typothetae, and Messrs. Hastie, Kirchner, Rook, Rice, Morgan, Loth, Sweeney, and Hayes. All the remarks were earnest and appropriate. Mr. Hastie, who closed the speaking, referred very sympathetically to the influence, inspiration and helpfulness such expressions of high appreciation, by sincere friends, must prove to anyone in the struggles of life.

Mr. Brines made feeling response to the kind words spoken and referred to incidents coming from his work and association with members that had revealed the struggles through which some had passed, and the kindness, helpfulness, earnestness and loyalty of all in the work and association.

Then followed friendly hand grasps and au revoirs, none wishing to say the final good byes. Evidently Mr. Brines was highly pleased with the demonstration of good will, and went away feeling that his labors in Chicago were more appreciated than he had supposed. Mr. Brines is now traveling for the American Type Founders Company. His headquarters is at the Philadelphia branch.

* * *

SECOND CONVENTION OF THE AMERICAN CONFERENCE OF TEACHERS OF JOURNALISM

The second meeting of the American Conference of Teachers of Journalism is to be held at the University of Wisconsin, November 28 and 29, 1913.

At the first meeting of the Conference in Cricago last November twenty-two were present, representing fourteen colleges and universities.

The officers as elected at that time are: President, W. G. Bleyer (Wisconsin); vice-president, J. M. Lee (New York University), secretary-treasurer, H. F. Harrington (Ohio State University); additional members of executive committee, Talcott Williams (Columbia) and F. W. Scott (Illinois).

All persons "interested in the teaching of journalism" are eligible for membership. Members have not been required to pay any dues.

At the coming meeting plans will be considered for cooperation between the colleges and universities represented in the Conference, in securing as special lecturers well-known newspaper and magazine writers and editors. The preliminary programme follows.

It is desired to have a general discussion of each of the papers by as many of the members of the Conference as desire to take part.

PRELIMINARY PROGRAMME

Friday, November 28

2:30—Paper: The value of a printing plant to university courses in journalism — its cost, size and use. Professor Merle Thorpe (University of Kansas). Discussion by Professor J. W. Piercy (University of Indiana) and Professor Frank L. Martin (University of Missouri).

Paper: To what extent should instruction in advertising, circulation methods, and other phases of the business management of newspapers be given in courses in journalism? Professor James Melvin Lee (New York University). Discussion by Mr. Frank L. Blanchard (The Editor and Publisher) and Professor R. S. Butler (University of Wisconsin).

Paper: Methods of training students in agricultural journalism. Professor F. W. Beckman (Iowa State College). Discussion by Professor A. W. Hopkins (University of Wisconsin.

8 p. m.:—Paper: The place of instruction in journalism in the university curriculum. Dr. Talcott Williams (Columbia). Discussion by Dean E. A. Birge (University of Wisconsin).

9 p. m.: Smoker at University Club.

Saturday, November 29

9:30—Paper: The college daily paper as a means of giving students of journalism practical experience—Academic credit for work on college papers—Control of the college paper by the department of journalism. Professor H. F. Harrington (Ohio State University). Discussion by Professor F. W. Scott (University of Illinois) and Professor C. G. Ross (University of Missouri).

Paper: The journalist's responsibility. Professor J. W. Cunliffe (Columbia). Discussion by Rev. J. E. Copus (Marquette), and B. B. Herbert, Editor National Printer-Journalist, Chicago.

Paper: Metropolitan daily newspapers as a means of giving students of journalism practical experience during the summer vacations of their university course.

2 p. m.: Reports of committees, election of officers, miscellaneous business. Consideration of requests from the honorary journalistic fraternity of Sigma Delta Chi.

Paper: The relation of instruction in journalism to courses in English.

Paper: Are special courses in history, political economy, government, science, languages, etc., necessary in undergraduate courses in journalism?

* * *

STANLEY WATERLOO, DECEASED

Brief Review of His Life, Death and Burial

Stanley Waterloo was widely known as a newspaper man, having done work in the three cities of St. Louis, St. Paul and Chicago. The Chicago Ad Man's Weekly gives the following brief but comprehensive review of his life and work and the facts as to his death and burial:

"The demise of Stanley Waterloo, well known in Chicago literary and newspaper circles, came as a surprise to his many friends and admirers. His health had been failing for some time, but not sufficiently to cause any alarm. His end came suddenly. He was stricken with pneumonia on Thursday and succumbed to it Saturday morning at 10 o'clock.

"Mr. Waterloo was one of the founders of the Chicago Press Club and was the life-long intimate and associate of Opie Read, John McGovern and other literary lights whose works of fiction have done so much to elevate present day writings.

"The last request of Mr. Waterloo was that his funeral services take place at the Press Club of Chicago; and, in keeping with his wishes, the rooms of this historic old Club were draped in mourning and its members gathered around his bier in the Lounge Room to do honor to the memory of their fellow clubman and comrade.

"Rev. W. D. Norton had charge of the funeral services and Frank B. Comerford and John McGovern both delivered glowing eulogies to their departed friend.

DO YOU KNOW YOUR COST?

By Geo. H. Benedict, Globe Engraving & Electrotype Co., Chicago

In order to charge for your product intelligently and at a profit, you must know your cost of production — do you? If not, this will introduce you to a simple cost-finding method that will give you the cost of every job of printing you turn out.

While it is a new idea as applied to Printers Cost Systems, it is based on experience, has been compared with the known averages, developed by the most complicated cost systems and the comparisons are astonishingly close.

To begin — the fundamental facts to get fixed in your mind are: First — A printer is a manufacturer, making things to order only, and as such has but two commodities to sell — labor and material.

Second — A considerable portion of the printers' payroll is wages paid for work that has nothing directly to do with the actual production of the things he manufactures.

PRINTERS' COST CALCULATOR

Minutes											Wage per Week	Hours								
5	10	15	20	25	30	35	40	45	50	55		1	2	3	4	5	6	7	8	9
$.03	$.05	$.08	$.10	$ .13	$ .15	$ .18	$ .20	$ .23	$ .25	$ .28	**$ 6**	$ .30	$ .60	$ .90	$ 1.20	$ 1.50	$ 1.80	$ 2.10	$ 2.40	$ 2.70
.04	.07	.10	.14	.17	.20	.24	.27	.30	.34	.37	**8**	.40	.80	1.20	1.60	2.00	2.40	2.80	3.20	3.60
.05	.09	.13	.17	.21	.25	.30	.34	.38	.42	.46	**10**	.50	1.00	1.50	2.00	2.50	3.00	3.50	4.00	4.50
.05	.10	.15	.20	.25	.30	.35	.40	.45	.50	.55	**12**	.60	1.20	1.80	2.40	3.00	3.60	4.20	4.80	5.40
.06	.12	.18	.24	.30	.35	.41	.47	.53	.59	.65	**14**	.70	1.40	2.10	2.80	3.50	4.20	4.90	5.60	6.30
.07	.14	.20	.27	.34	.40	.47	.54	.60	.67	.74	**16**	.80	1.60	2.40	3.20	4.00	4.80	5.60	6.40	7.20
.08	.15	.23	.30	.38	.45	.53	.60	.68	.75	.83	**18**	.90	1.80	2.70	3.60	4.50	5.40	6.30	7.20	8.10
.09	.17	.25	.34	.42	.50	.59	.67	.75	.84	.92	**20**	1.00	2.00	3.00	4.00	5.00	6.00	7.00	8.00	9.00
.10	.19	.28	.37	.46	.55	.65	.74	.83	.92	1.01	**22**	1.10	2.20	3.30	4.40	5.50	6.60	7.70	8.80	9.90
.10	.20	.30	.40	.50	.60	.70	.80	.90	1.00	1.10	**24**	1.20	2.40	3.60	4.80	6.00	7.20	8.40	9.60	10.80
.11	.22	.33	.44	.54	.65	.76	.87	.98	1.09	1.20	**26**	1.30	2.60	3.90	5.20	6.50	7.80	9.10	10.40	11.70
.12	.24	.35	.47	.59	.70	.82	.94	1.05	1.17	1.29	**28**	1.40	2.80	4.20	5.60	7.00	8.40	9.80	11.20	12.60
.13	.25	.38	.50	.63	.75	.88	1.00	1.13	1.25	1.38	**30**	1.50	3.00	4.50	6.00	7.50	9.00	10.50	12.00	13.50
.14	.27	.40	.54	.67	.80	.94	1.07	1.20	1.34	1.47	**32**	1.60	3.20	4.80	6.40	8.00	9.60	11.20	12.80	14.40
.15	.29	.43	.57	.71	.85	1.00	1.14	1.28	1.42	1.56	**34**	1.70	3.40	5.10	6.80	8.50	10.20	11.90	13.60	15.30
.15	.30	.45	.60	.75	.90	1.05	1.20	1.35	1.50	1.65	**36**	1.80	3.60	5.40	7.20	9.00	10.80	12.60	14.40	16.20
.16	.32	.48	.64	.79	.95	1.11	1.27	1.43	1.59	1.74	**38**	1.90	3.80	5.70	7.60	9.50	11.40	13.30	15.20	17.10
.17	.33	.50	.67	.83	1.00	1.17	1.34	1.50	1.67	1.83	**40**	2.00	4.00	6.00	8.00	10.00	12.00	14.00	16.00	18.00
.18	.35	.53	.70	.88	1.05	1.23	1.40	1.58	1.75	1.93	**42**	2.10	4.20	6.30	8.40	10.50	12.60	14.70	16.80	18.90
.19	.37	.55	.74	.92	1.10	1.29	1.47	1.65	1.84	2.02	**44**	2.20	4.40	6.60	8.80	11.00	13.20	15.40	17.60	19.80
.20	.39	.58	.77	.96	1.15	1.35	1.54	1.73	1.92	2.11	**46**	2.30	4.60	6.90	9.20	11.50	13.80	16.10	18.40	20.70
.20	.40	.60	.80	1.00	1.20	1.40	1.60	1.80	2.00	2.20	**48**	2.40	4.80	7.20	9.60	12.00	14.40	16.80	19.20	21.60
.21	.42	.63	.84	1.04	1.25	1.46	1.67	1.88	2.09	2.30	**50**	2.50	5.00	7.50	10.00	12.50	15.00	17.50	20.00	22.50

Only even figures are used. For odd figures add one-half of the difference between the figures above and below the one needed.

Third — The use of the machinery, the time and skill of the employes and the material consumed are what you sell. The charge for the article delivered must be sufficient to cover these items and every other expense, **and make the profit.** Therefore, the proportion of the labor cost that is chargeable to the total cost of operating the business must be the basis of the cost charges. The material should be charged at a per cent above cost — 25% it not too much.

It will be surprisingly easy to satisfy yourself that the chargeable labor you pay for is about one-half your operating expense. The non-chargeable — and all other operating expenses — must be included in the hour cost of the chargeable labor. There is no other way of getting these expenses into the cost of the work.

The idle or unsold hours must also be considered in arriving at the hour cost. You pay your men for 48 working hours per week — how many hours of actual work do they deliver?

The Cost Calculator is based on **Double the wages paid for 40 sold hours per week.** It gives the cost of the time put in — from five minutes to any number of hours — at wages from $6 to $50 per week.

To get the cost of machine work **add to the labor cost $2 per week for each $1,000** — or 20 cents per week for each $100 of the cost of the machine used. (The Calculator will double this charge and will cover the interest on the investment and provide for replacement in ten years.)

EXAMPLES — The time of a $24 per week man on a $2,000 machine will be charged at $28 per week or $1.40 per hour. The time of a $10 per week boy on a $500 machine will be charged at $11 per week or 55 cents per hour.

Charging the Labor Cost at double the wages paid covers the overhead expense. Basing the Hour Cost on 40 sold hours allows for eight non-productive hours per week. If you have more it may be your fault — if you have less, you are to be congratulated.

The chargeable labor is the time of every man who works on the job. Have each workman put down the exact time he puts in, on the Job Ticket. When the Ticket is brought to the office, use the Calculator to fill in the cost of each operation. Do not overlook any operation.

If the Calculator seems to give the cost too high or too low, you will think the Hour Cost is wrong. It will be too high if you are very busy and too low if you are very slack.

Remember — The Calculator is based on an average. You will have good and bad months before you can strike an average. The good months must make up for the bad months.

The Calculator is ready for use — nothing needed but a Job Ticket and to instruct your workmen to put their time on it and be accurate. It is self-starting — no expert accountant is needed — no special books — no change in your book-keeping.

The Bill Clerk will figure the cost as the bills are made out. He will not object to the extra work because it will be so easy and such a pleasure to show the "Boss" the profit or loss on every completed job.

Manufacturing, Commercial, Agricultural and Labor Organizations as Means to Efficiency, Intelligent Co-Operation and Aids to Just Governmental Enactments and Administration.

London proper is governed by guilds. In view of the conditions and uncertainties of legislation, interpretation and administration in municipal, state and national government, it occurs that an improvement might be made by having all government conducted by chosen representatives of the different activities of the people. Representatives of all interests and industries conferring together could certainly decide on such measures as would be hurtful to none, if not helpful to all.

The business of free government, by a self governing people, is not to rule, in the old sense of that term, but only to co-operate for the subserving and advancing the prosperity and well being of all the people through securing safety, equal opportunity and all improvements and means for carrying forward the legitimate pursuits of life, with greatest efficiency, productiveness, convenience and security.

The idea of a self-governing people turning their affairs over to the unfit or to the antiquated followers of precedents in law, tradition and decisions, that have come down, in the first instance, from monarchal or kingly rule, founded on the idea that some one above in power by descent, divine right or force or conquest or through intrigue, must rule over the affairs of others concerning which they knew little and have no further care than keeping in place and collecting revenue ought to be thoroughly exploded and relegated to the dead past.

The affairs of the Republic of the United States and all departments therein and of the States and Cities therein, supposedly or theoretically, are governed by the people, but the fact is that the people have very little direct, intelligent or governing control in affairs. Organization, outside of parties and government, has been found necessary to prevent wrongs and to secure rights that should be prevented or secured by the real representatives of all the people. With a supposedly free government, those who are engaged in the upbuilding of all industries and worthy institutions, — agricultural, manufacturing, commerce, transportation and publishing, are compelled to combine for protection against the ignorance, graft, incompetence and inefficiency of rule by self chosen officials backed by exploded theories and antiquated precedents.

These thoughts were suggested by remarks made by President A. Marble of the Merchants Association of New York at the banquet of the delegates of the Eighth Annual Convention of Trade Press Associations in the United States, on September 19th, at Hotel Astor, New York City. He spoke of the formation of the local merchants' associations and of the Chamber of Commerce of the United States of America, representing the local bodies of merchants, declaring, among other things:

Organized only a year ago, the influence of the Chamber of Commerce of the United States of America is already being felt, not only throughout the entire commercial world, but even in the halls of Congress; for it can make known to those who are charged with making our laws, and with their interpretation, the needs of American business, the safeguards it requires and the protection. By referendum it can secure the opinion of its constituents upon the economic questions involving the welfare of our industries and commerce, and by open and dignified presentation of its conclusions, drive home its findings with a force that hitherto has never been known, compelling Congress to give attention to the things that business needs.

"Heretofore the American Federation of Labor and the National Farmers' Union, representing as they do skilled labor on the one hand and the farmer on the other, have had the field of national influence somewhat to themselves; but at least the commercial world, realizing the necessity of a national organization, is in the field, and it will exert a tremendous force in the years to come.

"This is indeed an era of progress and change, and to quote from Holy Writ: 'Old things have been done away; all things have become anew.' There is no better illustration of this fact than in your organization itself, which a few years ago would have been considered an impossibility. Today it is a wide factor in the field of individual trades and interests. You have realized in your work what we are all realizing in our various fields of activity: There is strength alone in union."

The question arises, why should not those in whose hands rest the whole of the commerce, the manufacturing, the agriculture, the publishing and all else that concerns the employments and productions of the people be directly represented in the making and enforcing of all necessary regulations for the supply, security, progress and welfare, instead of standing outside to inform the ignorant legislators and administrators and to strive, through influence and argument, to prevent injurious legislation and hurtful, wrongful interpretations of laws?

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R. T. PORTE WITH THE STANDARD AUTOMATIC PRESS

That Mr. R. T. Porte, secretary of the Cincinnati Ben Franklin Club, should leave his organization and instruction in cost-finding work, was somewhat of a surprise. He had won success from the start, had done much good and made many warm and appreciative friends. But the call came to a more remunerative position, and, naturally, out of duty to himself and to his family, he accepted. However, his present position, which will bring him in contact with the best and most progressive members of the calling, will enable him to continue his work as an expert counselor and as a friend to all movements and plans for the improvement of the printing craft.

He is a man of active intellectuality, of clearness in thought and expression, genial and companionable with all. Commencing as a small printer in North Dakota, his industry and ability have won him a place in the rich and cultured East. We deem Messrs. Wood & Nathan fortunate in the securing of so able a man to explain all the excellence and adaptableness of the Standard Automatic Job Press.

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The Celerity of the Cerotype

Frank McLees & Bros., 18 Rose street, New York, send a large number of remarkable examples of cerotype printing, which most people would consider creditable specimens of lithography. "Some printers," the firm writes, "find it hard to believe that these sheets were run on ordinary Gordon presses, but if you will call while you are in New York we will show you how easy it is."

With cerotypes it is easy to print engraved effects on ready-made envelopes. Sometimes an envelope, a letterhead and a business card are printed from one engraving at the same time, with no more trouble than the shifting of the guides.

FRED F. PORTER, NEW PRESIDENT OF FEDERATION OF TRADE PRESS ASSOCIATIONS OF THE UNITED STATES

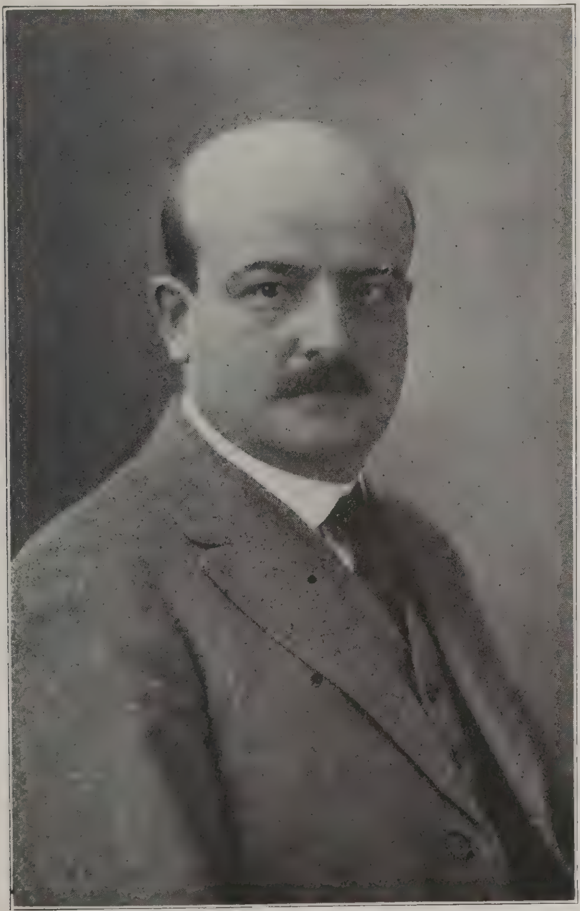
AS has already been noted, editorially, the recent convention of the Federation of Trade Press Associations of the United States was in every way a model, and a great success. The following were chosen officers:

President — F. D. Porter, the National Builder, Chicago.

Vice-President — John Clyde Oswald, The American Printer, New York.

Secretary-Treasurer — Elbert E. Haight, Motor Age, Chicago.

The new president, Mr. Porter, is president of the Chicago Trade Press Association, and he is a Chicagoan by birth. He first entered the banking business, and his experience and what he learned of financial matters in that line have been of value to him in his subsequent career, though he did not find satisfaction in that line of work. He wanted greater activity and an opportunity for expression and useful accomplishment, and turned to the publishing business, and has made a signal success.



F. D. Porter, Chicago, President of League of Trade Press Associations of the United States.

For the last thirteen years he has been publisher of the National Builder. During this time, he and his partner (the firm is Porter-Hoagson Company) have owned, at different periods, the Inland Architect, Building Management, and the Glass and Pottery World. These publications were each and all bought when practically dead and were put on a good paying basis and sold at an excellent profit.

For two years he served as treasurer of the Chicago Trade Press Association, and was then promoted to the presidency, where he has served two years, and his promotion to the presidency of the National body was earned by the record he has made.

The new secretary-treasurer has a like high standing in the association and in business.

At a recent meeting of the Chicago Association, most complete reviews were given, by different members who attended, of the papers and discussions had at the convention in New York.

The matter of the convention of 1914, which it is expected will be held in Chicago, was taken under consideration, and a spirit of enthusiasm manifested with regard to arrangements that would make it equal in every way to the 1913 convention. It was fully realized that the pace set would be difficult to equal, but the indomitable spirit and motto of Chicago, "I Will," it was claimed, would win.

How difficult will be the task is indicated by the following brief extract from an outline of the great success this year, given in the October issue of the American Printer:

"The convention of the Federation of Trade Press Associations, at the Hotel Astor, New York, September 18, 19 and 20, was remarkably successful. Few conventions of this or any other organization have excelled it in enthusiasm, practical usefulness and the high standard of its attitude on business questions. Not only were the audiences pleased with their speakers, but the speakers were immensely gratified by the interested attention and sympathetic response of their audience.

"The program was the longest and most comprehensive ever put through at a trade press convention. There were between sixty and seventy talks, and trade journal publishing was discussed from every angle. The publisher, the editor, the advertising manager, the subscription manager, the reader, the advertiser, all contributed their experience and advice. The program appeared in full in the September number of The American Printer, and because of its length will not be repeated here.

"The attendance was larger than was expected at all sessions, and the meeting rooms were crowded to their capacity.

"The convention opened Thursday morning, September 18, with an unusually large attendance, and immediately started out to carry through its program as scheduled.

"The address of the president, H. M. Swetland, showed that there are seven hundred and fifteen class, technical and trade journals in America, of which two hundred and thirty-six are included in the membership of the Federation of Trade Press Associations. The amount of money invested in such publications is estimated at fifty million dollars, the Federation membership alone representing a capital investment of not less than thirty-five million dollars.

"At noon the delegates were taken by means of automobile busses to the Thirty-Ninth Street Publishers' Building. There a large reception-room had been provided and a splendid luncheon was served, following which the delegates were divided into parties and taken on a tour of the building. A large number of business publications are produced in this building and the trip was filled with instruction and interest. In the afternoon there was an Editorial symposium led by A. I. Findley, editor of the Iron Age, and a Circulation Symposium led by M. C. Robbins, of the David Williams Company.

"On Friday morning an Advertising Symposium was led by Hugh M. Wilson, of the McGraw Publishing Company, and was followed by a big business meeting, H. M. Swetland presiding, during which the heads of several large business publications told the inside stories of their success. Friday afternoon witnessed a mass meeting and the delivery of inspirational addresses."

* * *

THE PRESS CLUB OF CHICAGO AND ITS NEW PRESIDENT

All newspaper workers of Chicago have cause for rejoicing and pride over the present flourishing condition of The Press Club of Chicago. The membership is larger than ever before in the history of the organization and what is more nearly to the point of efficiency, all the practical newspaper workers are numbered therein.

The new President, Walter A. Washburn, Assistant City Editor of the Chicago Tribune, is a power of strength in himself and a hustler as well. The Chicago Ad Man's Weekly says of him:

"Wash" is a big man in a lot of ways, as an administrator, or newspaper man, a friend—and physically. It was his work as chairman of the membership committee and his success in getting newspaper men back into the club that brought him out as the chief candidate for the presidency and induced other candidates to leave the field open to him.

He started his newspaper career in Chicago back in World's Fair times, when, graduating from the Chicago College of Law, he abandoned the idea of acquiring legal fame and set out as a reporter on the old Chicago Times. Born in South Framingham, Mass., of good Yankee stock, January 3, 1874, he had come to Chicago as a boy. He stayed with the Times only a few months and within two years he had been successively — and successfully — reporter for the Dispatch, dramatic editor of the Sporting Gazette and circulation manager of the Globe — and moved on to Duluth. Before he had become accustomed to his desk on the Herald there he went out after a "scoop" on the typhoid epidemic and got it — the scoop, not the typhoid. That little story did not please rival papers, but was seized by the city and the officials indicted for manslaughter. He became city editor of the News-Tribune, only to quit suddenly and establish his own printing plant with the Hustler, still in existence. He also became proprietor of the Northwestern Merchant, secretary of the Commercial Club and deputy clerk of the district court. Then came the panic of 1897 and, hit hard, Mr. Washburne moved to St. Paul to start over. He became a reporter on the Pioneer-Press, member of the city and county republican committee, county license inspector, and missed the county abstract clerkship by a small margin. He moved on to Lincoln, Neb., to Omaha as news editor of the News, to Kansas City as telegraph editor of the Times, and finally in 1903 came back to Chicago to read copy for the Tribune. Then he moved over to the Post and the American, but came back to the Tribune in 1908, as assistant telegraph editor, coming "downstairs" to the city room two years ago. He is a member of Ionic Lodge, A. F. & A. M., and known to practically every important man in town.

* * *

PROSECUTION OF FRAUDULENT ADVERTISERS

PITTSBURGH, PA., Oct. 6.—At a meeting of the Pittsburgh Publicity Association, Assistant District Attory Harry H. Rowand of Allegheny County advocated the prosecution of fraudulent advertisers. He declared that every publisher and every good citizen should be interested in the enforcing of the law against fraudulent advertising both in letter and spirit. This he regarded not as a matter of expediency but of conscience. He congratulated the association for its work in behalf of the enactment of the new law.

* * *

Davenport "Midget" Times Makes a Hit

The Davenport (Iowa) Daily Times, with E. P. Adler, publisher, and H. E. Dreier, advertising manager, made a great hit at the convention of the Associated Advertising Clubs of Iowa, October 21 and 22, with a midget Daily Times.

This little edition was gotten out by the advertising department of the Times, with the co-operation of the editorial force, and was put in the souvenir baskets as the Times souvenir, to the visitors. When the delegates registered they were given a basket containing thirty souvenirs, similar to the suit-case full of souvenirs at the Baltimore convention.

The pages of the paper were only 8½ by 10½ inches. There were seven columns to a page, but the columns were only six ems, or one inch in width, and nine and one-half inches in length. It was set in solid nonpareil but well printed and entirely legible. The contents dealt largely with convention affairs, enlivened by wit and humor. Excellent portraits of the presidents of the Davenport and Iowa Ad Clubs and the chairmen of the convention committees were given at the top of the three center columns of the first page. It was a perfect little newspaper, and no wonder it made a hit.

* * *

Topeka Capital Shows Kansas Prosperous

"How the Farmers Beat the Drouth"

Enterprising newspaper men are always concerned about the prosperity of the people in their cities, states and in the Nation. No other newspaper anywhere has shown greater or more intelligent care or regard for the welfare of its commonwealth than has Arthur Capper through his publications.

Recent issues of his daily, the Topeka Capital, show his ardor is not in any way lessened either by the drouth or by political defeat. Numerous encouraging articles and items have appeared showing that Kansas has no cause for discouragement, but is really in a very happy condition. One article, entitled "How the Farmers Beat the Drouth," indicates that the Kansas farmer is as intelligent and up-to-date as he is enterprising. Here is a brief extract:

"Investigation showed that the farmers who farm intensively and scientifically, diversifying and rotating their crops, obtained the best results. In the corn sections, where the condition was distressing, fields were found that will go forty bushels to the acre. The farmers in the first instance plowed their ground deep and cultivated their corn constantly, thus keeping down the weeds and 'bottling up' all the moisture. In a large area of the state wheat matured before the dry weather came, but in counties where the crop was short, the scientific farmer as a rule had a fair yield."

Then there are other items proving that bank deposits show all previous records have been smashed; that 6,678 automobiles have been bought in the state at a value of six and one-half millions of dollars; that Kansas wealth and purchasing power, notwithstanding the severest drouth known in fifty years, prices being unusually high, is greater than at any time heretofore, credit good and the purchasing power not diminished; that one county, Kiowa, having occasion to issue bonds for building a courthouse, decided to offer them for sale only to its own citizens, excluding all foreign bids.

This is the way to drive away gloom and help a state through a newspaper in which the people have good reason to confide.

* * *

Neighborhood Correspondents and Popular Contests

In speaking of the completion of the twenty-eighth and beginning of the twenty-ninth year of the East Hartford (Conn.) Gazette under his management, Editor H. B. Hale has the following to say of its aim and success:

"It has always been the aim of the paper to be only local, with a large list of correspondents, covering the nearby towns, with every nook and corner covered by a live reporter. This feature has made the paper what it is, abolishing the telegraph and story feature and sticking to the home news of the best and cleanest happenings. In one sense The Gazette has not nor will not feature the sensational side of life; and hundreds of times has it omitted from the public gossip corner wicked items that would no doubt have pleased many of the excitable readers. The aim of the paper is to maintain as near as possible pure and acceptable news that is fit for the family to read. For the past few years different features have appeared. There is a growing circulation that keeps the paper well before the farmers and the advertising patronage is of a high class. Today we have twenty-two regular correspondents, all of whom are paid for their news, and who are most reliable in their reports. The school teachers' contests have been a great drawing card for the past four years and we hope to send a number of East Hartford teachers to Washington at Easter time, 1914. There is no end of work in these contests, but if it is a benefactor who makes two blades of grass grow where but one grew before, what shall we say of the subscription contest which creates hundreds of subscribers where there were but fractional hundreds before?"

* * *

Likes the Old Name Best

Old Town, Maine, Oct. 22, 1913.

National Printer-Journalist.

Brother Herbert:—Enclosed find $4.00 to cover my past year and coming. I note the return to the old name, National Editorial Association, which the Journalist, under your management, has so long and ably represented.

You have done a splendid work and done it well, in organizing and continuing for so many years your interest in the upbuilding of the organization and personally I appreciate most heartily the value which I received during my nearly twenty years of annual attendance. The past four years, since I sold the Enterprise, has brought an annual regret that I was not a delegate to the National meeting. I shall, however, continue my interest in the Journalist, as every issue brings myself and wife many pleasant reminders of cherished friendships made at the annual meetings of the N. E. A.

Yours fraternally and with best wishes,

C. W. ROBBINS.

* * *

"BEST IN THE UNITED STATES"

Covington, Tenn., October 21, 1913.

Sirs:—Enclosed find $2.45 for payment of this bill. I thank you very much for the favor extended and consider your journal the best for the printer published in the United States, and I have seen nearly all of them.

THOS. R. McGREGOR.

* * *

"Most Excellent"

Office of the Maury Democrat

Columbia, Tenn., Sept. 22, 1913.

Mr. B. B. Herbert, Editor The National Printer-Journalist,
Chicago, Ill.

Dear Mr. Herbert: We are sending check to pay our subscription to your most excellent journal to March, 1914. We read the Journalist with a great deal of interest and pleasure. We have been on your subscription list since February, 1897, and the writer has attended seven of the annual meetings of the National Editorial Association, the first one being the Galveston meeting in 1897, and the last one was at St. Paul in 1908. We are sending you under another wrapper a copy of the Democrat, and also enclose two clippings from two of our best exchanges about our thirty-second anniversary.

With kindest regards and best wishes we are,

Yours truly, LYNCH & E. C. PERRY.

By E. C. Perry.

* * *

A Subscriber in England

Has Not Time to Read — Lost in Chicago — Thinks Our Critics Rather Severe in English Newspapers

THE KENTISH INDEPENDENT
WOOLWICH JOURNAL. CHARLTON GAZETTE. KENTISH MAIL GREENWICH & DEPTFORD OBSERVER & CHRONICLE.
LARGEST CIRCULATED WEEK-END LOCAL NEWSPAPER BETWEEN GREENWICH AND DARTFORD.
General Advertiser for Woolwich, Plumstead, Shooter's Hill, Charlton, Eltham, Bexley Heath, Blackheath, Greenwich, Deptford, Abbey Wood, Belvedere, Erith and Dartford.
BRANCHES AT
PLUMSTEAD, DEPTFORD, GREENWICH AND ERITH.
PUBLISHED FRIDAY, 8 A.M.
12 OR 16 PAGES WEEKLY
PRINTED ON A TWO-REEL ROTARY PRESS
CHIEF OFFICE:
WELLINGTON ST., WOOLWICH.

Editor of National Printer-Journalist:

Dear Sir — Your two recent letters respecting my subscription to The National Printer-Journalist have interested me much, but I really cannot alter my decision to discontinue it. I have not sufficient leisure to read all the good matter published in your interesting journal, much of which is rather beyond us on this side of the Atlantic. I know full well the many strong reasons you can advance as to why I should read your journal and all trade journals, but these are quite beaten by the hard fact that I have no time. I am sorry in a way to part, but there is no other way! With the English trade journals I can only give a hurried glance, however foolish and unbusinesslike this action may be.

You have had posted on at least two numbers since my subscription finished, so I am enclosing a dollar note to cover cost.

I was in Chicago in June, 1911, and it was real hot weather, as you remember it! I had only two or three days to spare for your great city — I was on two months' holiday in the States and Canada — but one afternoon I tried to find your office. If my memory is good, I took a train on the elevated to Irving Park, and after wandering about for an hour owing to three misdirections by residents thereabouts, I had to give up my intention.

I came to the conclusion that residents in the suburbs of Chicago are very much like those of suburban London — they know where they live themselves and their way to the railway station and that is all. I should like to have seen you, as I have read much of you and your good work in the N. P.-J. a few years ago when I had my evenings free. Now I occupy a somewhat unique though not well-paid position, and I must devote all my time to my work.

I will send you copies of the two newspapers on which I work here. You may care to glance through them, but don't put on your extra sharp American glasses to accomplish this favor. And don't hand them to your critics, who seem to have nothing to say in favor of anything British. I rather pity them at times — they simply don't know what suits the publishers. The British people and British laws would never permit some of your American newspapers to prosper as they do in the States.

Apologizing for such a long epistle and wishing you many more years of successful work on behalf of the newspaper men and printers, Yours faithfully,

GEO. W. NEVES.

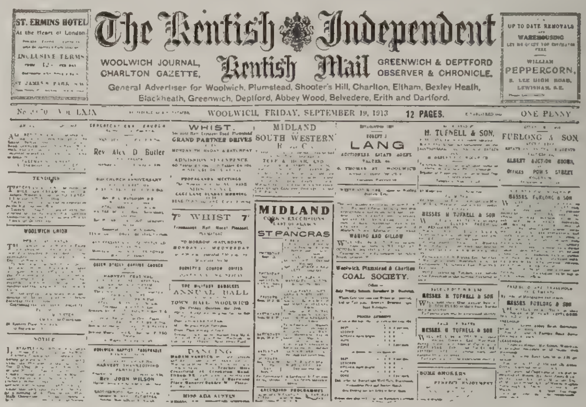
Our friend should have taken the Northwestern elevated Ravenswood train to Ravenswood station, and he would have had no trouble. It is curious to those who have had no experience, how a great city is divided into neighborhoods, the inhabitants of which have no acquaintance one with the other. These neighborhoods have their own local schools, churches, lodges, hospitals, stores and newspapers, and these are all locally maintained by people living within a square mile, and, outside of this territory, the acquaintances and businesses of nine-tenths of the residents are down in the business section of the great city.

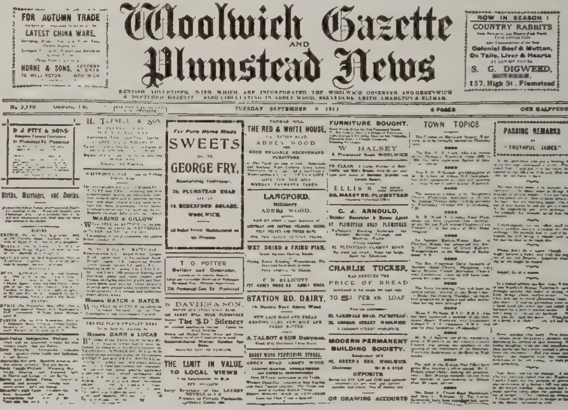
We are sorry that our friend from Woolwich did not find the office of the National Printer-Journalist, which is locally known as The Ravenswood Press and Ravenswood Citizen. The business of the National Printer-Journalist is nearly all carried on through correspondence, while our job printing office and local newspaper deal directly with the local people, and hence are advertised locally.

We regret that the time of Mr. Neves is so taken up that he no longer has time to read the papers devoted to his calling, but then there are others who have made the like statement, but they have generally come back later with renewal of subscriptions. Generally the study of papers devoted to a man's vocation saves time and money.

There is a difference between English and American newspapers, and possibly it is hardly right for our critics to measure the English publications by American standards. American publishers have reached the belief that the subscribers, buyers and readers of the newspapers are to be first considered. They, the readers, make the newspaper valuable to the advertisers, and that their attention should be secured, that they should be attracted, pleased, entertained and instructed, are the things of paramount importance.

Hence, American newspapers do not put advertising on the first page of a paper, nor in the first column of other pages, unless, of course, in case of full-page advertisements, but give the ads an orderly arrangement in the columns to the right. The effort is to make the pages artistic, orderly, attractive to readers and to show them the courtesy of not permitting advertisers to push in between them and news or editorials. The belief is that the consideration of the convenience and good-will of the readers by the advertisers is worth more to them than the pushing of the ads in their faces regardless.


The Kentish Independent
WOOLWICH JOURNAL, CHARLTON GAZETTE, Kentish Mail GREENWICH & DEPTFORD OBSERVER & CHRONICLE.
General Advertiser for Woolwich, Plumstead, Shooter's Hill, Charlton, Eltham, Bexley Heath, Blackheath, Greenwich, Deptford, Abbey Wood, Belvedere, Erith and Dartford.
WOOLWICH, FRIDAY, SEPTEMBER 19, 1913 12 PAGES. ONE PENNY


Woolwich Gazette and Plumstead News
TUESDAY SEPTEMBER 9 1913 ONE HALFPENNY

In these regards most American newspapers have changed from the old methods, and these are the most successful and influential and maintain higher advertising rates. Others keep in the old ruts. Some advertisers, in this country, strenuously objected to giving up positions on the first page. English papers might meet with some difficulty in making changes at first, but in the end they would find advertisers and subscribers satisfied. Most people do not know what they want until they are shown, and it is up to the publishers to seek out the better methods and to show their patrons.

The two papers sent us are large, creditable, prosperous publications with a great amount of advertising. The most of the reading matter is set in small faced six point or agate solid. We reproduce the upper half of the first page of each publication. The first pages are entirely given up to advertising, as shown. There is no advertiser with money enough to buy a first page position in most of our best American papers. Besides, the paper stock in these papers is not up to the American standard of quality. We have not intended any criticism of these papers, but only to tell and point out by illustrations the difference between them and the best American newspapers.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

It now develops (in my mind, at least) that W. R. Hotchkiss of Menominee, Wisconsin, and myself are perhaps quite as far wrong in our late conclusions regarding the findings of Brothers Morrison, Whiting and Roe, of the Minnesota Editorial Association committee on the cost of newspaper advertising, as we at first thought that committee wrong in their findings.

I make the foregoing acknowledgment as an apology to the aforesaid committee, whose greatest mistake seems to me now to have been a fear of telling their fellow newspaper men the plain, blunt truth about the science of the distribution of costs. This committee apparently feared that the class of men to whom I have been pleased to refer as a "very wise class," would not be capable of grasping anything so scientific, theoretical and yet so practical, and, in consideration of the fearfulness with which newspaper makers generally regard the raising of their rates to a fairly remunerative basis, I don't know as the members of the committee can be too severely criticised for their seeming lack of confidence in the intelligence of their fellow craftsmen.

As to Brother Hotchkiss and myself, in our method of cost-finding, we have practically failed to take into account the matter of cost distribution at all, which the Minnesota committee did, in a sort of slight-of-hand way, however, which had a tendency only to confuse, whereas the hope was to infuse and enthuse.

In case of an unusually great circulation, the Hotchkiss method might possibly be applied with accuracy, or adequacy would be more proper, as in such case the income from subscriptions, locals and legals might be sufficient to cover and give an adequate net profit over and above the expense represented in the balance of the paper not given up to displayed advertisements; but in ordinary cases, I know, this is hardly true.

To my mind, however, that which Associate Editor Ed S. Sheasgreen of this magazine, is giving us on this all-important subject of the cost of newspaper publishing is the most scientific, and therefore the most valuable, of anything which has as yet been offered. By following the method as outlined by Brother Sheasgreen most comprehensibly in the September National Printer-Journalist, any intelligent newspaper man can fix his selling prices, not alone of advertising space, but of subscriptions, locals and legals, at such figures as will return him the proper amount of money to insure a profit; and he can reverse the process and prove that he is getting the profit.

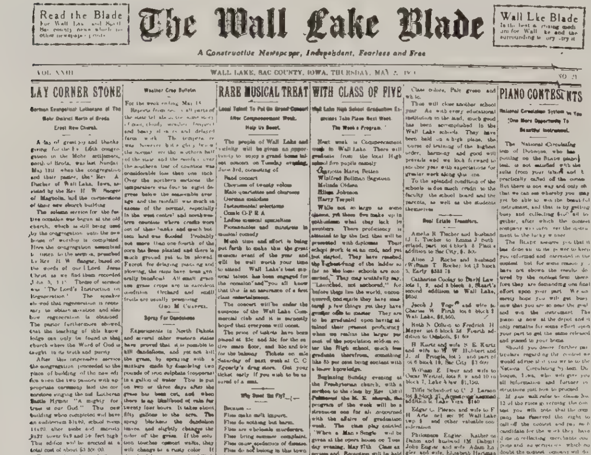
In conclusion, again I wish to add the assurance that nothing which I have been moved to contribute on this interesting topic has been written with anything but friendly motives, with no purpose to insult, deride or injure, but rather (if possible) to instruct, and more especially to inspire fellow newspaper men with greater interest in the extremely vital matter of getting more for their labor; and again I add that whatever may be the errors of Brothers Morrison, Whiting, Roe, Hotchkiss, Sheasgreen, Grondahl, myself, or any others who have expressed themselves, it is all finally destined, I feel confident, to result in much good, and culminate at last in the emancipation of the craft through better rates for their products which will assure them of a more commensurate share in the universal distribution of wealth. Hence, where is there ground for quarreling?

* * *

A novel publication which has long lain on my desk waiting deserved notice is this Nebraska Press, official paper of the Nebraska Press Association, which I have received, presumably, through the courtesy of Secretary-Treasurer C. C. Johns, of Grand Island, where the Press is published. Whether or not the publication of this official organ is a permanent thing with the association, I cannot say, but during the days before the annual meeting of that body (these copies before me were printed at that time) the sheet was used very advantageously in exploiting the proposed work and entertainment to be undertaken at the June convention. It was very neatly gotten up, ably edited, and in every respect worthy of the avowed purpose.

* * *

To be constructive, independent, fearless and free, certainly expresses ideal qualifications for a modern home newspaper, and such is the motto-like claim of the Wall Lake (Iowa) Blade, of which W. O. Howard is editor and publisher. I am pleased to note, too, that there is evidence that the claim is true, and, furthermore, that the Blade is excellent in other respects besides its motto. The front page is a clean one and made up in an especially attractive and correct manner, the pains spent in having the double-deck headings uniform not having escaped me. The news service of this six-column quarto is particularly good, the local news field being well covered and the numerous letters from local correspondents meriting hearty approval. The patronage accorded the Blade by local advertisers, in its liberality, shows that the Blade is appreciated at home, where a home newspaper ought to be appreciated. The editorial work denotes natural aptitude and culture, the presswork is first class and the advertisement composition better than the average. The first page of this creditable sheet is shown as exhibit No. 1.


Read the Blade
The Wall Lake Blade
Wall Lake Blade
A Constructive Newspaper, Independent, Fearless and Free
WALL LAKE, SAC COUNTY, IOWA, THURSDAY, MAY
LAY CORNER STONE
Weather Crop Bulletin
RARE MUSICAL TREAT
WITH CLASS OF FIVE
PIANO CONTESTANTS
FIGHT
Anything that is not worth fighting for is not worth having.
Fight For Business and Progress!

No. 1 ꕥ ꕥ ꕥ ꕥ

✣ ✣ ✣

I have here further copies of that distinctive publication, the Penn Yan (N. Y.) Democrat, complimented before in these columns for its excellent grade of book and consequent pleasing presswork. Regretably, there is slight improvement observable in the matter of heads, to which I referred in my last review of the Democrat. For instance, in exhibits 2 and 3 accompanying this paragraph, may be seen a couple of heads from one of the issues at hand, neither of which conform wholly to the suggestions offered during a former review. In exhibit 2 the defect is that the first two stair-step lines are too short, although the wording of this head is entirely proper, except in point of the use of the article "a," which I understand was used to eke out the length of the line. Articles, such as "the" and "a" are always omitted by up-to-date head-writers, and in the case of stair-step lines like these, to look well, the lines are made longer, like those in the next exhibit, No. 3, in which the defect, however, is that the pyramided couplet is a word or two short, and the whole wording is wrong.

CRUSHED BY A
ROAD ENGINE.

Highway Workman's Narrow
Escape From Death.

No. 2

MRS. JAMES HUSON
BURNED TO DEATH.

A Pitiable Tragedy at Halls
Wednesday.

No. 3

Suppose the first head had been written something like this:

MAN CRUSHED BY
TRACTION ENGINE

Highway Workman Has Narrow
Escape from Death

and the second one something like this:

AGED HALLS WOMAN
BURNED TO DEATH

Pitiful Tragedy Occurs Last
Wednesday Morning

the effect would have been more pleasing to me. I have to confine my complaints to little things like these, in commenting on the Penn Yan Democrat, for it is only in respect to details that there is anything out of kelter in this generally excellent sheet. The editorial work is done with cleverness, the editor featuring different things of local interest from week to week in attractive illustrated stories, as for instance the new postoffice building one week, a local fire the following week, and so on. The large half-tones used in connection with these features are perfectly printed and the subject matter of the text, as especially in evidence in the postoffice story, is fine. In this write-up Editor Earles improved the opportunity of reviewing the history of the hundred and twelve years extending over the time from the establishment of the first United States postoffice in Penn Yan up to the present. Following along the various steps of progress made during those hundred and twelve years, from the courier on horseback, then the stage coach, next the canal, and lastly the steam railway, leading up to the elegant new $60.000 federal building as a climax, an extremely readable narrative was created. It is just such things as these that raise a home paper high in the esteem of its local readers.

Few towns enjoy a better home paper than that with which Chilton, Wisconsin, is blessed. I refer to W. A. Hume's Times, copies of which Foreman J. N. Huntz favors me with from time to time. And I am happy to observe, also, that few newspapers are better supported by their home town than is this same Chilton Times, which even during the dull month of August had to include twelve six-columned pages in its regular edition, in order to accommodate the many advertisements and the great abundance of reading matter. Truly the Times' news service is great, and the editorial page is one of the best among Wisconsin democratic newspapers. An interesting feature about the Times is that the familiar old face known as DeVinne predominates frequently in the displayed spaces, and it demonstrates, again, as does also this specimen from the Nebraska Press (mentioned some paragraphs above, exhibit 4), a truth I have often called attention to, namely, that not many of the new type faces can excel this grand old standby in beauty or service. (Exhibit 5.)

Prize Printing Exhibit

of the Nebraska Press Association
Meeting, Omaha, June 2, 3 and 4

Bring Along Your Best Samples

The Splendid Prizes

1st prize. Beautiful solid silver trophy cup, neatly engraved with the name of winner. This is the finest trophy ever put up for a printing prize and is worth over $150. Contributed by the Omaha Publicity Buereau.

2nd prize—American Lead and Rule Cutter, No. 30, donated by Barnhart Bros. & Spindler, Omaha.

3rd prize—$10 worth of printing material donated by Dr. Rich of Grand Island.

4th prize—Two cases of Skinner's Elbow Macaroni, donated by Skinner Manufacturing Co., of Omaha.

5th prize—One case of assorted Iten Biscuit Products, donated by Iten Biscuit Co., Omaha.

6th prize—Year's subscription to Inland Printer.

7th prize—Year's subscription to National Printer Journalist.

Other prizes will be added.

An Effort is Now Being Made to Secure Additional Prizes

Rules and Requirements

Prizes will be awarded for the bestdisplay of printing, executed in the office of the exhibitor, and must be regular work produced during the past year. Member of N. P. A, only can compete. Shops of Omaha and Lncoln barred.

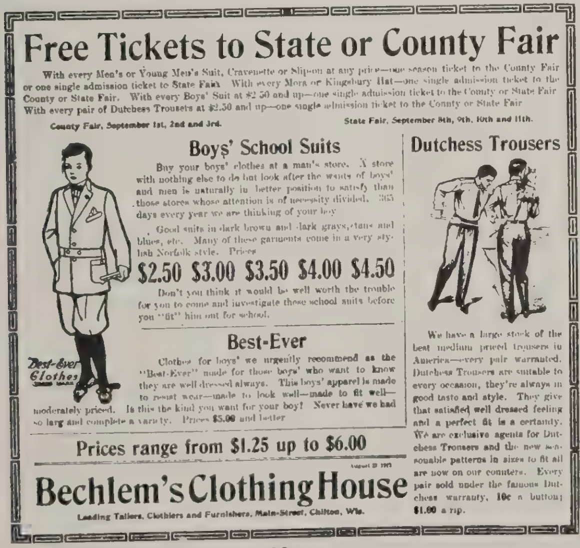
Display must consist of letterheads, envelopes, statements, bill heads, small folders or business cards. These must be mounted on sheets of white cardboard 17x22 inches, so that we may have a uniform exhibit.

Awards will be made by disinterested judges who will take into consideration the size of the town and the equipment the exhibitor has to work with. Winners will be announced on Wednesday morning, June 4th.

Exhibitors will be allowed to remove exhibits after Wednesday afternoon at 4 o'clock.

Get in the Game for Better Printing

No. 4


Best-Ever
Clothes

Free Tickets to State or County Fair

With every Men's or Young Men's Suit, Cravenette or Slip-on at any price—one season ticket to the County Fair or one single admission ticket to State Fair. With every Mora or Kingsbury Hat—one single admission ticket to the County or State Fair. With every Boys' Suit at $2.50 and up—one single admission ticket to the County or State Fair With every pair of Dutchess Trousers at $2.50 and up—one single admission ticket to the County or State Fair

County Fair, September 1st, 2nd and 3rd. State Fair, September 8th, 9th, 10th and 11th.

Boys' School Suits

Buy your boys' clothes at a man's store. A store with nothing else to do but look after the wants of boys' and men is naturally in better position to satisfy than those stores whose attention is of necessity divided. 365 days every year we are thinking of your boy

Good suits in dark brown and dark grays, tans and blues, etc. Many of these garments come in a very stylish Norfolk style. Prices

$2.50 $3.00 $3.50 $4.00 $4.50

Don't you think it would be well worth the trouble for you to come and investigate these school suits before you "fit" him out for school.

Best-Ever

Clothes for boys' we urgently recommend as the "Best-Ever" made for those boys' who want to know they are well dressed always. This boys' apparel is made to resist wear—made to look well—made to fit well—moderately priced. Is this the kind you want for your boy? Never have we had so larg and complete a variety. Prices $5.00 and better

Dutchess Trousers

We have a large stock of the best medium priced trousers in America—every pair warranted. Dutchess Trousers are suitable to every occasion, they're always in good taste and style. They give that satisfied well dressed feeling and a perfect fit is a certainty. We are exclusive agents for Dutchess Trousers and the new seasonable patterns in sizes to fit all are now on our counters. Every pair sold under the famous Dutchess warranty, 10c a button; $1.00 a rip.

Prices range from $1.25 up to $6.00

August [illegible]

Bechlem's Clothing House

Leading Tailors, Clothiers and Furnishers, Main-Street, Chilton, Wis.

No. 5

❖ ❖ ❖

The Bucklin (Kan.) Banner is another sheet that uses the good old DeVinne face almost exclusively in its displays (Exhibit No. 6), and the compositor usually follows the dignified styles of simplicity in which this fine old letter is at its best. And when it comes to dashing off bits of editorial drollery, there are few who can beat Editor J. B. Miller of this same Banner. Here's one of his latest:

Reduced Prices On Nets

I have a large stock and am making special prices on them.

Get your harness oiled and repaired before the fall work begins.

Have some wagon umbrellas at reduced prices.

When figuring on buying harness call and look over our stock. We guarantee good goods at right prices.

I also have several second hand bicycles at from $5 up.

E. S. GORDON

No. 6

I have been insulted. It is really worse than that, but I don't know what to call it. This is what was done to me. You know that little piece in the paper a couple of weeks ago about simplified spelling? Well, someone who read that framed up one right. A few days ago I received a copy of the Chicago Evening Post, "Marked Copy" it said on the wrapper. I unwrapped the thing and looked for the mark. I found it—and this is what I saw: "Simplify the Spelling Book for the Benefit of the Children" was the headline, and following was a column or more devoted to the subject of simplified spelling in the schools of Kansas. I have not figured out yet whether to lay it onto Ed. Gresham, Ray Frazier or Emerson Willhite, or attribute it to the hand of some unknown enemy. But I was, oh, I don't know what it was, but it was, just the same.

❖ ❖ ❖

A very pleasing full page advertisement is this from the Kensett (Iowa) News (Exhibit No. 7), which shows the beauty of simplicity and the delightful Cheltenham faces. But, I should have preferred the ad with the heavy underscores at top omitted. Some people, especially advertising managers who are used to buying expensive space, such, for instance, as magazine space, or space in the great city dailies, would naturally object to so great an abundance of white; but it has been my experience that ofttimes white space in an advertisement is even more beneficial, and therefore more valuable, than if filled with words. Take, for example, this Ford advertisement (Exhibit No. 8), clipped from the Penn Yan Democrat reviewed in a foregoing paragraph, which is typical of Ford advertising. Surely the liberal white masses in this ad are worth all they cost, because of the power of attraction which is in them.

Walk's Advance Announcement

Of New Fall Goods

WE have been enabled by the success of our recent clean-up sale to bring on our Fall Goods purchases ahead of the usual time. We believe our buying this year will please all of our customers and meet with the approval of the careful buyers. We have selected a large assortment from the choicest the city markets afford, with the main object in view of getting goods of full value. ¶Our lines will show the latest and most popular goods of the season—fabrics and shades that will be much in vogue for fall and winter wear. You cannot go wrong if you make an early selecting here. The goods are right and will be priced right—as is the custom here. We invite you to inspect this showing.

WE HAVE THE SEASON'S BEST OFFERINGS: BEDFORD CORDS [illegible] TWEED MIXTURES SCOTCH MIXTURES WHIPCORDS IN COLORS [illegible] CORDS WHITE COATING SERGE PLAIN SERGES IN COLORS DIAGONALS IN COLORS PLAIN & CHECKED SILKS BROCADED & STRIPED SILKS CHECKED WORSTEDS [illegible] FLANNELS FLANNELETTES OUTING FLANNELS—WHITE LIGHT STRIPED, CHECKED, PLAIN [illegible] AND A VARIETY [illegible] COLORS ROBE LAND FLEECED FLANNELS NEW PATTERNS IN COMFORTER CLOTHS AND CURTAIN MATERIALS KIMONO FLANNELS SEERSUCKERS SILKOLINES CHALLIES ALL OVER LACES EMBROIDERIES AND TRIMMINGS FROG LOOPS GIRDLE BRAIDS RIBBONS SHAWLS BED SPREADS BLANKETS IN WOOL AND COTTON TABLE DAMASK CENTER PIECES PARLOR RUGS SUIT CASES LADIES HAND BAGS LACE CURTAINS UNDERSKIRTS BACKCOMBS BARRETTES LARGE ASSORTMENT NEW BUTTONS ETC. ETC.

HERMAN WALK, Grafton, Iowa

No. 7

Ford

It's not best because it's largest in sales—but largest in sales because it's best. There are six Ford's sold to one of any other car. 'Twould be hard to find a more convincing reason why you should own one.

Here's the test—300,000 now in service. Runabout, $525, touring car, $620. All equipment, and delivered. Get catalogue and particulars from Merrill A. Beach, Office and Garages 126 Jacob Street, Penn Yan, N. Y.

No. 8

HOLINESS PRAYER MEETINGS

¶ All Christians of Hinsdale who have been filled with the Holy Spirit; and all who desire to experience this second work of Grace; are cordially invited to meet at West Hinsdale Chapel tonight and the following nights for 10 days at 7:30 o'clock. The Spirit Filled Church as described in the book of Acts will be studied.

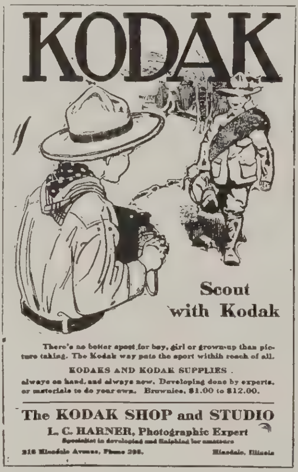
"Follow after peace with all men, and the sanctification without which no man shall see the Lord."—*Heb. 12; 14.*

B. M. BROWN, Evangelist.

No. 9

✣ ✣ ✣

Constant readers of these columns will remember that I have referred before to the Hinsdale (Ill.) Doings, and I have often wanted to show something from its columns, because, with the high grade of stock used, fine type faces employed and excellent presswork attained, the ads ought to be near perfection, but usually there has always been something radically wrong with the Doings' ads. But lately there must have been a new ad man employed, else the old one is taking greater pains, for practically every displayed space is treated with exquisite taste, so here's a bunch of ads, each with its own little lesson. (Exhibits 9 to 14, inclusive.)



There's no better sport for boy, girl or grown-up than picture taking. The Kodak way puts the sport within reach of all.

KODAKS AND KODAK SUPPLIES

always on hand, and always new. Developing done by experts, or materials to do your own. Brownies, $1.00 to $12.00.

The KODAK SHOP and STUDIO
L. C. HARNER, Photographic Expert
Specialist in developing and finishing for amateurs
218 Hinsdale Avenue, Phone 398. Hinsdale, Illinois

No. 10

POWELL'S SODA FOUNTAIN

LEADS IN ORIGINALITY

REFRESHING DRINKS

Thompson & Reid's Famous Ice Cream—Brick or Bulk
Phone 115 for prompt service

POWELL'S BAKERY, Hinsdale

No. 11

This is the Proper Time of the Year to Buy

COAL

The price is lower this month than at any other time during the year and it will pay you well to fill your bins now for next winter's use.

GEO. BOGER & SONS, Lincoln and Chicago avenues TELEPHONE 174

No. 12

Latest Styles
in
Men's Oxfords

Tan or Black
Rubber or Leather Soles

at

Sommer's

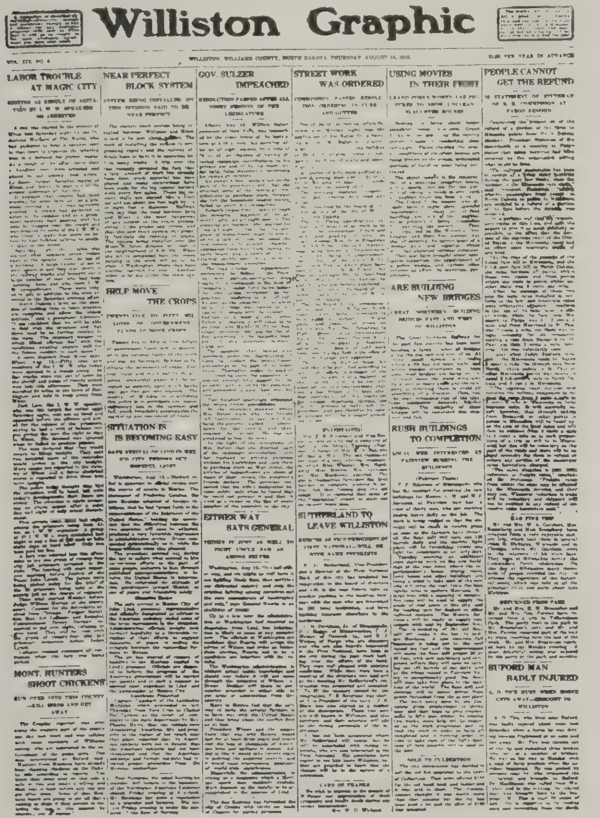
3 South Washington Street. Phone 272

No. 14

The first is a fine example of modern church publicity, and is particularly well treated by the compositor. The next shows the great advantages of simplicity in ad-setting and the beauty of appropriate illustration. The remaining three are each and all dainty creations, the last being more particularly remarkable for the striking use of the arrow in directing attention to the dealer's name than for any points of extraordinary beauty.

✢ ✢ ✢

An extremely fine, clean, newsy sheet is the Williston (N. D.) Graphic, the front page of which is reproduced as Exhibit No. 15. The excellent balance of head-masses achieved by the mechanical make-up man is strikingly apparent. It is a pity, however, that he who wrote these headings did not do his work so well as the make-up man has in their arrangement. The remarks written above in reference to heads in the Penn Yan (N. Y.) Democrat will apply nicely to this publication. The Graphic's contents are especially praiseworthy, typography high grade and print first-class. Exhibit No. 16 will be sufficient to establish the statement that some very fine advertisement work is in evidence in the Graphic's columns.



Williston Graphic

LABOR TROUBLE AT MAGIC CITY

NEAR PERFECT BLOCK SYSTEM

GOV. SULZER IMPEACHED

STREET WORK WAS ORDERED

USING MOVIES IN THEIR FIGHT

PEOPLE CANNOT GET THE REFUND

HELP MOVE THE CROPS

ARE BUILDING NEW BRIDGES

SITUATION IS IS BECOMING EASY

RUSH BUILDINGS TO COMPLETION

EITHER WAY SAYS GENERAL

SUTHERLAND TO LEAVE WILLISTON

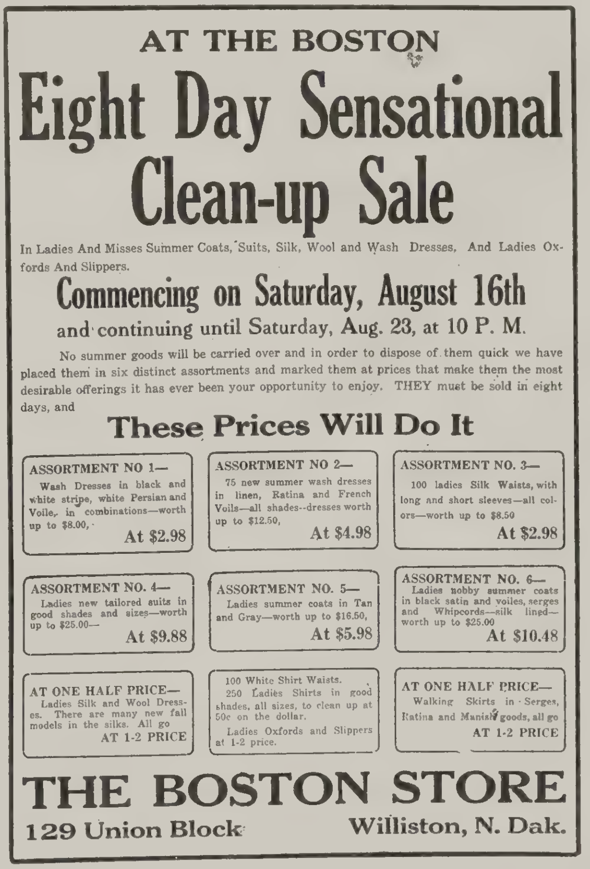
MONT. HUNTERS SHOOT CHICKENS

BUFORD MAN BADLY INJURED

No. 15

✢ ✢ ✢

Among the editors of the many home newspapers that come regularly to my desk, Carlton M. Brosius, editor of the Herald-Progress of Sumner, Miss., beats 'em all for downright high class editorial dope. His editorial stuff never fails to grip me, and I never fail to read it through. "Are Not All Souls Entitled to Salvation?" is the title of one of these editorials in the copy of the Herald-Progress at hand, which shows up, in modern editorial fashion, how wrong it is to spend millions on foreign missions, while many of the very same people who contribute liberally to the fund for saving the faraway African and Chinese women from sin, are so filled up with the holier-than-thou sham religion and mock modesty that they are not willing to give a kind word or even the encouragement of a hearty hand-clasp to save the women of our own land who have followed the line of least resistance and fallen into lives of shame. Brother Brosius has that rare gift of penetrating to the heart of his reader, using English plainly, simply, in which fashion it is the most beautiful and the most powerful.



AT THE BOSTON

Eight Day Sensational Clean-up Sale

In Ladies And Misses Summer Coats, Suits, Silk, Wool and Wash Dresses, And Ladies Oxfords And Slippers.

Commencing on Saturday, August 16th

and continuing until Saturday, Aug. 23, at 10 P. M.

No summer goods will be carried over and in order to dispose of them quick we have placed them in six distinct assortments and marked them at prices that make them the most desirable offerings it has ever been your opportunity to enjoy. THEY must be sold in eight days, and

These Prices Will Do It

ASSORTMENT NO 1—
Wash Dresses in black and white stripe, white Persian and Voile, in combinations—worth up to $8.00,
At $2.98

ASSORTMENT NO 2—
75 new summer wash dresses in linen, Ratina and French Voils—all shades--dresses worth up to $12.50,
At $4.98

ASSORTMENT NO. 3—
100 ladies Silk Waists, with long and short sleeves—all colors—worth up to $8.50
At $2.98

ASSORTMENT NO. 4—
Ladies new tailored suits in good shades and sizes—worth up to $25.00—
At $9.88

ASSORTMENT NO. 5—
Ladies summer coats in Tan and Gray—worth up to $16.50,
At $5.98

ASSORTMENT NO. 6—
Ladies nobby summer coats in black satin and voiles, serges and Whipcords—silk lined—worth up to $25.00
At $10.48

AT ONE HALF PRICE—
Ladies Silk and Wool Dresses. There are many new fall models in the silks. All go
AT 1-2 PRICE

100 White Shirt Waists.
250 Ladies Shirts in good shades, all sizes, to clean up at 50c on the dollar.
Ladies Oxfords and Slippers at 1-2 price.

AT ONE HALF PRICE—
Walking Skirts in Serges, Ratina and Manish goods, all go
AT 1-2 PRICE

THE BOSTON STORE

129 Union Block Williston, N. Dak.

No. 16

✢ ✢ ✢

At last the Forest Grove (Oregon) Press has ceased changing hands, the name of George Huntington Currey now being inserted in the sub-head as editor and owner, and he is surely giving his subscribers an up-to-date publication. This new editor of the Press is doing some unique things, one of which is the inauguration of a contest, in which prizes are offered for the most complete lists submitted to the editor of local, judicial, executive or legislative officials. This innovation, Brother

Currey explains, is put on to stimulate interest in local political government, as well as for mutual instruction in an all-important matter, and makes an altogether commendable thing. Another pretty bright idea from this new Press owner is this advertisement to advertisers, reproduced as Exhibit No. 17. The Press is produced, as I suppose I have remarked in former reviews, in a shop of up-to-date equipment, and, with an abundance of news, the result is an up-to-date newspaper. Besides being strong on local news, with a special effort to build up an adequate corps of country correspondents, an able editorial department is maintained, which is worthy of praise both in point of subject matter and literary merit.

WHY ADVERTISE?

The Best Way to Reach the Trade

After a thorough study of conditions that affect your sales, namely the prospective trade and your stock of goods, then your chief aim is to bring them together. You do this, on the one hand by preparing your goods so that they may be easily presented, and on the other hand you must notify the trade that you are ready to serve them.

It is not enough to simply notify the people in your section, you must argue with them, suggest to them, and convince them that you have for sale what they need or what they desire. That your store is the best place for them to trade, because of advantages of quality, price and convenience must be impressed upon your prospective customers.

It is the psychological law of repetition of the same idea, that will finally causes the average customer to ''Catch the Spirit'' so to speak, and will be guided thereby.

Now think for a minute, your store windows attract merely those who happen to pass their way. Your salesmen can wait on only those who find their way within your store. An advertisment in your weekly paper reaches out to nearly all the homes in your city, and to nearly all the farms and ranches for miles around. It is read by the husband, the wife, the children, the hired help and others. If it were not for the newspapers you would have to do a great deal of soliciting to attract your trade. But that the paper does for all business men. It keeps up its circulation for your benefit. By inserting in your advertisment, the message you you wish taken to nearly all the homes in your territory is promptly delivered, and if placed in the right kind of paper will be attractively presented, and will receive a good hearing for it will be in desirable company.

No. 17

Some of my regular readers will think perhaps that I never tire of referring in a flattering vein to the excellent features in the Lawrenceburg (Ind.) Press — and I guess they're about right. I take it that Brothey Smashey is responsible for several unique features noticed in a late copy of that estimable sheet, one of which features consists of short pointed paragraphs under a box head, "Some Things Which Otherwise You Might Not Have Thought Of." Here is a sample of this stuff:

Why do so many girls snicker when they begin talking over a 'phone?

Come to think of it, there is hardly anything so prosaic as a coal chute.

Are you old enough to remember when many of the streets of Lawrenceburg were fringed with dog fennel every summer?

Whenever a man who is accustomed to working steadily takes a half day off there is certain to be someone ask him if he's sick.

Another column is devoted to a lot of short notes consisting exclusively of news of the workers and local industries, headed very appropriately "Industrial Items," which is extremely creditable stuff, and still another column of original paragraphs is headed "Do You Remember," of which a sample follows:

When many business men wore paper collars?

When cows, hogs and geese roamed the streets and alleys?

When there was a large flour mill at the foot of Elm street?

When loafers regularly congregated at some of the groceries?

When the only means of putting out a fire was by the bucket brigade?

When Center street was called Partition lane?

When there were two or three houses around town said to be "haunted"?

Besides these catchy little features, of course, the Press presents a great array of news, all headed up in a highly attractive shape, withal, making a very good home weekly.

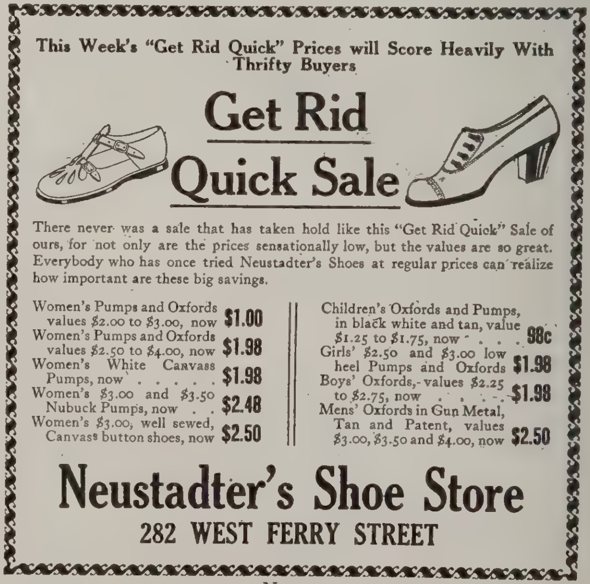
SCREEN DOORS
AND WINDOWS

Wire Cloth, Fly Netting, Fly Poison, Sticky Pads and all seasonable goods for the anti-fly crusade, in stock at the

TWENTIETH CENTURY
HOUSEFURNISHING EMPORIUM
JOHN T. JAMES, Proprietor

No. 18

I am now receiving regularly an interesting Canadian sheet entitled The Bridgeburg (Ontario) Review. It is a seven-column publication with the earmarks of success sticking out from every page. E. W. Johnston is editor and manager, and if it is he who is accountable for the Review's weekly



This Week's "Get Rid Quick" Prices will Score Heavily With Thrifty Buyers

Get Rid
Quick Sale

There never was a sale that has taken hold like this "Get Rid Quick" Sale of ours, for not only are the prices sensationally low, but the values are so great. Everybody who has once tried Neustadter's Shoes at regular prices can realize how important are these big savings.

Women's Pumps and Oxfords values $2.00 to $3.00, now	$1.00	Children's Oxfords and Pumps, in black white and tan, value $1.25 to $1.75, now	98c
Women's Pumps and Oxfords values $2.50 to $4.00, now	$1.98	Girls' $2.50 and $3.00 low heel Pumps and Oxfords	$1.98
Women's White Canvass Pumps, now	$1.98	Boys' Oxfords, values $2.25 to $2.75, now	$1.98
Women's $3.00 and $3.50 Nubuck Pumps, now . .	$2.48	Mens' Oxfords in Gun Metal, Tan and Patent, values $3.00, $3.50 and $4.00, now	$2.50
Women's $3.00, well sewed, Canvass button shoes, now	$2.50		

Neustadter's Shoe Store
282 WEST FERRY STREET

No. 20

visits to my desk, here's my thanks, notwithstanding that sometimes the columns of the Review contain stuff not intended to swell an American's head any, as for instance that bit of talk about Buffalo's preparation for the Perry Centennial, in commemoration of Perry's victory on Lake Erie. But, maybe the Canadian editor is more than half right, after all. This boasting of American victories is doubtless not only odious, but downright incourteous to our British cousins across the line, and, anyway, I, for one, am heartily against any more war. . Yet, how, prithee, are we ever to stop this murdering of one another at wholesale in the future, if we do not first stop this foolish present hero-worship of great soldiers and marines of the past? Notwithstanding the occasional un-American (?) sentiment expressed, the editorial page of the Review is an able one, the news service creditable and all mechanical features well handled, including the advertisement composition, of which I show a few specimens (exhibits 18, 19, 20 and 21), the last of which is particularly worthy of attention, inasmuch as it is an advertisement to advertisers inserted in the interests of the Review itself. The typography of this specimen is especially pleasing, too, and the wording clever.

DOLLAR

SALE→

Of Good Shoes

This is a clean-up of Broken Lots—not all sizes on everything—but your size is here in something, and you cannot afford to miss this Sale.

One lot of Men's Shoes and Oxfords, values up to $3.50, to close	$1.00
One lot of Boy's Shoes, all leathers, values up to $2.50, to close	$1.00
One lot Women's Shoes and Slippers, values up to $3.50, to close .	$1.00
One lot of Girls' Shoes and Slippers, values up to $2.00, to close	85c.
One lot Children's Shoes and Slippers, values up to $1.25, to close	50c.
One lot Infants' Soft Sole Shoes	10c.

KIMBALL'S

83 Grant St., cor. Arnold

One Block from Ferry - Store Open Evenings

You Need Shoes When You Can Buy Them At These Prices

No. 19

When the Other Fellow Quits

Is the time for you to keep right on. The Quitter soon drops out of sight. This is just as true in business as in sports. The man who keeps pegging away and letting the people know he's on the job, hot weather or cold, ready for business, is the man who gets what he's after. Keep your advertising fresh. Advertise seasonable goods, and talk price and quality. Don't Quit to the big fellow or the outsider. Stay with the game.

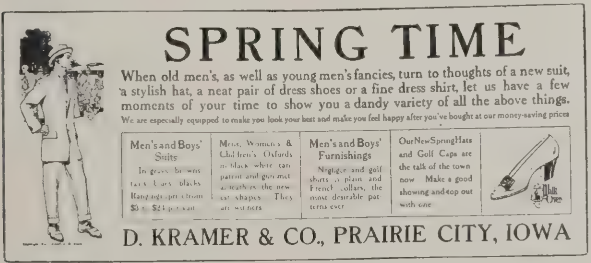
You can talk business to over 6000 people every week through this paper. Are you doing it—or is your business too good now?

The Review Company

Publishers:

The Bridgeburg Review · Fort Erie Times
The Ridgeway Herald

No. 21



SPRING TIME

When old men's, as well as young men's fancies, turn to thoughts of a new suit, a stylish hat, a neat pair of dress shoes or a fine dress shirt, let us have a few moments of your time to show you a dandy variety of all the above things.

We are especially equipped to make you look your best and make you feel happy after you've bought at our money-saving prices

Men's and Boys' Suits	Mens, Women's & Children's Oxfords	Men's and Boys' Furnishings	Our New Spring Hats and Golf Caps
In grays, browns, tans, [illegible] blacks. Ranging in price from $8 to $24 per suit	in black, white, tan, patent and gun metal leathers, the newest shapes. They are winners	Negligee and golf shirts in plain and French collars, the most desirable patterns ever	and Golf Caps are the talk of the town now. Make a good showing and top out with one

D. KRAMER & CO., PRAIRIE CITY, IOWA

No. 22

Surely every lover of art-printing must agree with me in the verdict that these five specimens (exhibits 22, 23, 24, 25 and 26) represent as fine a

YES SIR!

"A cow that gives two quarts of milk and refrains from putting her foot in it is far more valuable than one that gives ten and then kicks it over."

And it's the same way with clothes: Most any suit or overcoat looks well when you buy it, but the thing that is most important to you is how it looks after you've worn it several months.

Let us prove to you that the giving of such strict attention to many little details in the making of our garments assures the wearer longer service and better appearance. Quite a few men don't care and don't notice the difference, but perhaps YOU are one of the many who do. If so, you are just the man who will appreciate the extra painstaking tailoring in our garments.

Some men have the mistakened impression that, because we sell such good clothes, our prices are high. Nothing will surprise you more than to make a comparison between our goods and prices with those elsewhere.

Call and see our new Spring Styles and you will please yourself and

D. KRAMER & CO.

THE QUALITY CLOTHIER

No. 23

CUT PRICES TO REDUCE STOCK

of GROCERIES and DRY GOODS, GRANITE, TINWARE and HARDWARE

PREMIUMS

will be given to the parties that bring in the largest number of eggs each Saturday. The premiums follow:

1st. . . . $1.50 Water set
2nd. . . . . . $1.00 Vase
3rd. . . . 75c Salad Bowl

I wish to reduce and close out the above lines of my stock, and will hold a special sale to move them, from this Friday to Saturday of next week

APRIL 18th TO 25th INCLUSIVE

READ THIS LIST OF SPECIALLY LOW PRICED GOODS

Best Granulated Sugar (20 pounds to customer)	20 pounds for $1.00
50 Sacks of Ethan Allen Flour (5 sacks to customer)	per sack 1.40
25 Barrels of Salt (2 barrels to a customer)	per barrel 1.40

Old Reliable Coffee	28c lb.	Soup Beans	5c lb.
Old Golden Coffee	28c lb.	Black Swan Matches	3 boxes for 10c
Red Berry Coffee	28c lb.	85c Overalls	75c
Russett Coffee	25c lb.	50c Overalls	40c
Best Basket Fire Japan Tea	40c lb.	50c Work Shirts	40c
Gunpowder Tea	40c lb.	7 Bars Crystal White Laundry Soap	25c
Young Hyson	40c lb.	10 Cases of Lye	per can 7c

A liberal discount will also be made on all Underwear, Dress Goods, Ribbons, Gloves, Hosiery, Dolls, Doll Cabs, etc. Don't fail to take advantage of this opportunity to save money. I will have extra clerks during sale to wait on you: Gertrude Adkins, Anna Turner

All sales cash and produce at the MARKET VALUE

M. FEATHERS

No. 24

collection of advertisements as I have had for exhibition for a long time. They are extracted from that excellent paper, the Prairie City (Iowa) News, published by Randall Brothers. Certain it is that the compositor of these ads had an ideal typographical equipment to work with, but it must also be

Just received a car load
of the celebrated

Henney Buggies

Just the thing for the young men. Now on exhibition. All of the latest models. If you are thinking of buying a buggy come in and look them over.

Little & Gill
Hardware Co.

No. 25

Wet Weather
—Specials—

Wet weather Clothing and Footwear is an important item during the early spring months and the amount of service you get when you buy Rubber Footwear means considerable to the family purse—hence the importance of buying the kind which will give you the best service. We are selling the brand of Rubber Boots which have the little Red Ball in front. We will give a new pair free to anyone if they fail to meet the guarantee. Then in Rain-Proof Clothing we ask you to call for Alligator Brand. They are positively water-proof or a new garment will be given in return. This guarantee is genuine, not merely an advertisement to sell them. Ask to see the goods.

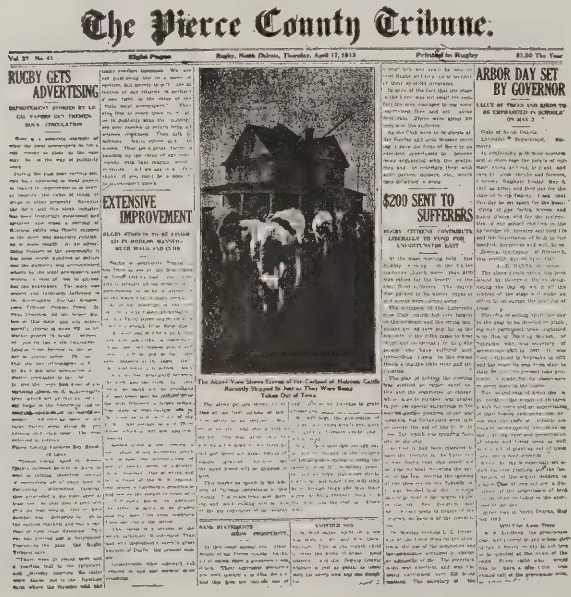
D. Kramer & Co.

No. 26

conceded that he knows well how to use all the fine material available to the best advantage. The greatest secret of the beauty of these ads is the proper distribution of white space and generally correct treatment in detail.

✣ ✣ ✣

That the Pierce County Tribune of Rugby, N. D., is an extraordinarily neat publication I cannot more easily prove than by reproducing a part of one of its attractive front pages (exhibit 27), and a number of highly creditable displayed specimens from its columns (exhibits 28, 29, 30, 31, 32). These exhibits all show the advantage of intelligent massing, proper display and the selection of pleasing type faces.


The Pierce County Tribune.

Vol. 27 No. 41 Eight Pages Rugby, North Dakota, Thursday, April 17, 1913 Printed in Rugby $1.50 The Year

RUGBY GETS ADVERTISING

EXTENSIVE IMPROVEMENT

The Above View Shows Eleven of the Carload of Holstein Cattle Recently Shipped In Just as They Were Being Taken Out of Town

$200 SENT TO SUFFERERS

ARBOR DAY SET BY GOVERNOR

No. 27

✣ ✣ ✣

Just by way of a little deviation from the regular practice, permit me the privilege of showing

HOTEL RADISSON
MINNEAPOLIS
OPENED 1910

350 ROOMS

THREE BEAUTIFUL CAFES

Offers a Cordial Welcome and Courteous Service to All

RATES:

Rooms with Running Water, - - - - $1.50 per day
Rooms with Toilet and Running Water, - - 2.00 per day
Rooms with Bath and Toilet, - $2.50, 3.00, 3.50, 4.00 per day

Circulating Refrigerated Water in Every Room.

No. 28

next the back page of this copy of the Princeton (Mo.) Post, that remarkably clever and successful home weekly by that remarkably clever and original editor, W. C. Price. This back page illustrates

Naturopathy

The New Way to Get Well

Not Medicine.
Not Surgery.

All diseases successfully treated. It will do for you what it has done for others—restore you to health. Ask my patients what I have done for them.

Electric Baths in the evening.

Mrs. P. Fredricksen, N. D.
Reynolds Block. Rugby.
Northern Phone 169.

No. 29

Announcement!

The Rumely Products Company announces that they will conduct a school of oil engineering and a general demonstration of the use of their various machines and implements in Rugby

From January 22 to February 1

All parties interested in the proper use and manipulation of these products are invited to attend. Remember the place and remember the time—Rugby, January 22 to February 1.

W. T. Bosley, Local Agent.

No. 30

Printing

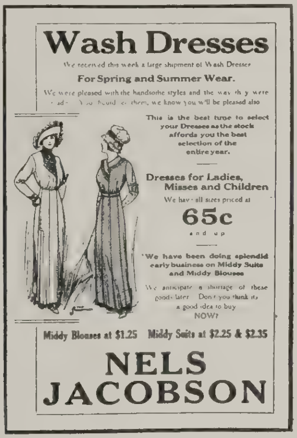
There is no other investment that brings such sure and constant profits as really high grade printing. There is no other method so inexpensive. This has been proven time and again by leading business men the world over. Now is the time to follow in their footsteps—invest in printing—good printing, the well designed, out of the ordinary class with pulling power—that's the kind we do if we have our way. Remember price is not a factor when your printing shows results, gets orders, lands bargains, grabs the dollar.

Your needs—office stationery, cards, booklets, blank books, posters—whatever it may be will suffice to prove the assertion.

PIERCE COUNTY TRIBUNE

No. 31

how Brother Price features up his county correspondence, of which this particular week he had thirty-six letters, aggregating 344 separate items of news. There is nothing in the world better for a home newspaper than as much of this stuff as the publisher can get — nothing that will so fast and securely build up the local circulation — and personally I have found it a very easy thing to get and keep. The only secret, so far as my personal experience has been, in securing and maintaining a staff of county correspondents is in being prompt and regular with the necessary supply of self-addressed envelopes, writing paper and postage stamps, not to mention the requisite copy of the paper itself. I find that the great trouble with most country editors who claim they have trouble in maintaining a competent staff of correspondents lies in the fact that they are simply negligent in keeping their correspondents supplied with these materials necessary for the work. And, naturally, the gathering and writing of the weekly news is in itself a hard enough task, without the added hardship of having to furnish one's own stamps and stationery, so who can blame a correspondent for quitting, if these essentials are not regularly supplied? Some home publishers pay their correspondents, as possibly Brother Price does, and while I know in this case the laborer is worthy of his hire, paying him isn't absolutely necessary to secure his service, as I have proved by having kept certain correspondents on my staff for twelve long years, with no further compensation than that mentioned above. But, I do not wish to be understood as not strictly in favor of giving the correspondent a just compensation, wherever the publisher feels he can afford it.



Wash Dresses

We received this week a large shipment of Wash Dresses

For Spring and Summer Wear.

We were pleased with the handsome styles and the way they were made. You should see them, we know you will be pleased also

This is the best time to select your Dresses as the stock affords you the best selection of the entire year.

Dresses for Ladies, Misses and Children

We have all sizes priced at

65c

and up

We have been doing splendid early business on Middy Suits and Middy Blouses

We anticipate a shortage of these goods later. Don't you think its a good idea to buy NOW?

Middy Blouses at $1.25 Middy Suits at $2.25 & $2.35

NELS JACOBSON

No. 32

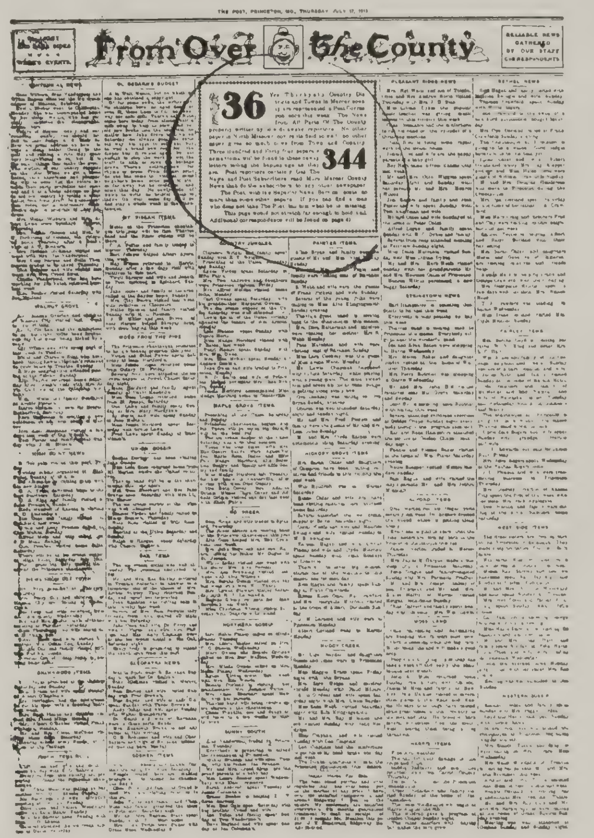
* * *

And now, after several months' silence, here my good old friend, Fred F. Flatt, bobs up again as editor of the Thornton (Iowa) Enterprise. And, by the way, the Enterprise is the first and only paper examined thus far this month which does not have a clean front page. This is a six-column quarto (with ready-printed interior) and the four columns of advertising on the first page look bad. Otherwise I have little complaint to offer. The impression, typography, contents, editorial work, and all features seem to have received careful treatment, resulting in a very decent sort of home newspaper.

I congratulate Brother Flatt on the fact that he is still in the game and doubtless steadily progressing upward.

* * *

Of course, I have had this copy of H. E. Hogue's nifty little Eaton (Colo.) Herald "kicking" around the shop for a good many moons, as I have also had most of the stuff mentioned in this month's installment, but I can't say that I could possibly have enjoyed looking the thing over any more last July, when it was fresh, than I have tonight. It may not be like wine, improving with age, but the mirth-provoking paragraphs on Brother Hogue's own page (which he tells folks, impertinently, that they may read or let alone, as they please), have an effect on the reader that is a good deal like that of old wine.



No. 33

"Improves With Every Issue."

Office of Observer, Morenci, Mich.
October 24, 1913.

National Printer-Journalist, Chicago, Ill.

Your magazine seems to be improving with every issue, and it certainly contains a fund of information for the craft.

Inclosed find check for $4.00, amount of statement.

Very truly,
E. H. AHRENS.

Sixty Years, and Then !

By B. B. Herbert, Editor National Printer-Journalist, Chicago, Ill., at the Sixtieth Anniversary New York State Press Association, Elmira, New York, September 3-5, 1913

THE organization of this State Press Association of New York sixty years ago, is an event worthy of proper remembrance. To come to the beautiful city where the organization was formed, on September 9, 1853, is certainly most appropriate. In the age and continuance of this organization during all these years, is certainly found a distinguished honor to the enterprise of and to the high regard for the calling and its usefulness, held by the worthy members.

There is but one rival in the high honor of precedence in organization, and that is by the editors of the progressive State of Wisconsin, celebrated alike for educational and civic advancement. The early editors of that state came largely from New York and other eastern states by way of Michigan, Ohio and Illinois, in which states they had conducted papers and were drawn together by pioneer or frontier interests, hardship and comradship.

Wisconsin editors celebrated their sixtieth anniversary only the first of last month, so the precedence is only a matter of weeks, and, possibly, the editors there were spurred to quick action, sixty years ago, by the steps being taken toward organization in the old home state.

Another distinction worthy of thought and commemoration on this occasion is the fact, that through three-fourths of the period of this organization's existence, or for forty-five years, this association has been served by the same kindly gentleman in the very responsible position of secretary-treasurer. His zeal has never flagged and his kindliness, thoughtfulness and considerateness, for each and all, have formed a golden cord to bind the members together as one happy family and to girdle the years with friendships and happy memories.

It is certainly the wish of all that he may complete the half century in service, that the membership may be permitted to manifest their love and esteem — only increased by the lapse of years — on the golden anniversary of honorable service, as they were permitted to manifest their friendship on the occasion of the memorable silver anniversary. It is to be hoped the venerable secretary-treasurer may, in the next four years, find an assistant or understudy, on whose shoulders his mantle shall fall with its associations and inspiration.

How great and beneficent in results have been the work and influence of this association in these sixty years only eternity can reveal. The annual conventions have been addressed by the ablest men in the calling, and their words have gone throughout the land. I remember that in 1883, in preparing the annual address to deliver before the Minnesota Editorial Association, I found matter and inspiration in the published proceedings of the New York Press Association of 1879, and quoted words of Whitelaw Reid of the New York Tribune, delivered before this body, in an argument for more thorough preparation and higher qualifications.

Editor Reid had spoken of great newspaper enterprise, and urged for greater ability in writing and for clearer narration with all possible brevity, saying that the time should come when a paper seeking out great events, like sending a Stanley to Africa to find a Livingstone, would send along a Green or a Froude to write the story. The time of the education of journalists through training in schools has already arrived. New York has had its share in this advance, and it was well that a New York editor should furnish a munificent endowment for such a school.

This association has taken a prominent part, during the past quarter of a century, in the National Editorial Association, to its profit and honor, sending able men as delegates, whose words and examples, able papers and discussions have influenced the press of the Nation. This association has furnished, with the one elected this year, three presidents of the National body.

The first two performed their duties with honor, and received, in honest expressions and substantial tokens, highest proofs of esteem and endorsement. From the third National President from the great Empire State of New York, John Clyde Oswald, of the American Printer, still greater things are expected, as is also the hearty support and co-operation of all members of the State Association who know him and his good qualities so well and esteem him so highly. His administration of the National Association for this year should be made the crowning glory of this sixtieth year of this association which he so worthily represents.

His opportunity is great, resting upon the present conditions and progressive demands, to make the National Editorial Association the most efficient agency for the advancement and upholding the professional and business interests of the calling and putting into well directed and permanent action all the means for betterment and improvement and the making more efficient every state organization through plans worked out and put in practice by the representatives of the National body, its officers and members. Every editor of this state should feel it a matter of pride and duty, in loyalty to the State Association, to aid him in every way possible.

When spoken trippingly from the tongue, sixty years does not seem like a great stretch of time. When we consider, however, that these three score years cover one thirty-second part of the entire Christian era, with all the word's changes since its glorious dawn, and then contemplate the discoveries, improvements and advancements within the sixty years, we begin to realize that the meaning of the saying that "time is measured by deeds not years."

Naturally, on this occasion, thoughts are busy with the wondrous advances and changes of the press. Many have joined the ranks, fought a good fight, finished the course and passed to their reward. It would be fitting to call the roll of past officers and members, but they and their words, deeds and worthy examples are enshrined in chastened memories, and a multitude have come forward to take their places.

In 1853, the great State of New York had some two hundred and twenty-seven publications, with a total aggregate circulation only one-fourth greater than is now enjoyed by the excellent illustrated journal of civilization, Leslies', edited by a beloved and honored ex-president of the New York Press Association, John A. Sleicher.

In 1853 there were about 1,713 newspapers in the United States, with an aggregate circulation of 2,211,512. The population of the whole country then, was, in round numbers, thirty-nine million. Since then the population has increased about threefold, counting Island possessions, but newspapers have increased tenfold, and the aggregate circulation very nearly one hundredfold. One daily in New York City claims today an eighth of a million more circulation than was the combined circulation of all the publications of the state in 1853, while there are single publications in the United States that have a circulation equal to that of all the papers of the United States in 1853.

The increase, in size and scope, of newspapers, has been also in proportion to the increase in circulation. From four to eight pages was the limit of possibilities of a newspaper sixty years ago, and now the rule is for papers of from twelve to thirty-two pages, with no limit, under a hundred or more pages, for Sunday or special editions. I frequently receive, at my office, special issues of rural weeklies and dailies running in size from sixty-four to one hundred and twenty-eight pages.

The transformation of the newspaper has been miraculous. From a means of narrating a few of the most important events and for giving lengthy editorial essays or discussions, directing the people as to political or social rights and duties, the newspaper has come to be the storehouse of all knowledge and all events of the whole world every day or every week, with illustrations and portraits to bring the conditions, occasions and the actors therein before the minds of the readers. Instead of largely publishing arguments and opinions, the people are given all the facts without fear or favor from which to draw their own conclusions and form their own opinions.

Every individual, every institution, every industry, every means for man's betterment and information, for the uplift of society and the conservation of the resources and the preservation of the health and well being of the people, is now served through the newspapers, and the good work has only begun.

How has all this that sixty years ago would have been impossible, been brought about? The streams, the forests, the ocean and the air, electricity and numerous inventions of men have been brought into the service of the press. The whole world has been brought together in sympathy and knowledge and made to have an interest in knowing, through the newspapers, of all that happens anywhere on the earth.

I remember, with scarcely less emotion today than was the thrill of heart when a boy in my teens, the publication of the first cablegram that ever passed under the ocean, sent by the indomitable Cyrus W. Field to Queen Victoria: "Glory to God in the Highest, Peace on Earth, Good will to Man." That was long after the formation of the New York State Press Association.

What has not the electric cables meant to the newspapers as well as the telegraph, and later, telephone service, and through the newspapers, to all peoples, until joined through understanding, business and social interests, sympathy and friendship, the time seems hastening when through all these and mutual dependence for all things of life, there will be "Peace on Earth and Good-will Among All Men."

Newsgathering or Associated Press agencies followed speedily upon the means for rapid communication of the news, and mechanical inventions, making possible the printing, speedily, the greatly increased bulk of information, followed as by design or Divine appointment.

In 1853, the very year of the formation of the New York Press Association, a New York man invented the blade to cut papers from the roll in course of printing.

In 1860 Mr. Bullock, of Philadelphia, perfected the web press to print seven thousand papers an hour. Later, Walter Scott, then pressman on the Tribune, in Chicago, further improved the web press with folding machine attachment, to print, fold, count and deliver thirty thousand complete eight-page papers an hour, and then followed combination of presses, improvements in stereotyping and other improvements, until presses turned off one hundred thousand complete papers an hour.

Then flat bed perfecting presses were built for papers in smaller cities, that had formerly had circulations from 500 to 2,000, but suddenly, with the broad increased news service and the new appliances, reached in circulation from 4,000 to 16,000 and 20,000. Requisite speed had been reached in the press room but the composing room could not well meet the demand for the greatly increased amount of matter required, and the linotype machine, doing the work of five compositors, came to meet the demand.

The demand for paper increased, and a lower price, in order to profitably print all that was required, was an absolute necessity. In 1873, when I first commenced publishing a newspaper, I paid twelve cents a pound for print. This price would be prohibitive today. The use of wood pulp was discovered and the paper machines were improved and enlarged so as to turn off a hundredfold the original output, and the paper question, with paper at two cents a pound, was solved.

It would be interesting and profitable, but it is not necessary, to go into details of other inventions and improvements.

The war for the preservation of the Union naturally increased the demand for newspapers and, like all wars, had, as we now realize, a deleterious influence through the creation of a demand for sensationalism in the press. However, the demand for newspapers has been stimulated tenfold since the war by the world's advance in civilization, industries, education and commerce, if not also by the increase of crime, or, at least, its wider publication.

Advertising, or commercial news, has become a great factor in the great enlargement and improvement of the press. Commerce is a great evangelizer along the lines of honest, effective publicity, and to the interest of women in the press as well as to the higher education through schools of journalism and to the truer, more conscientious, honorable, patriotic and more useful plans sought out by earnest workers in such organizations as the New York Press and the National Editorial Association, must we look for the "Then" of newspaper making.

That the calling is to become more remunerative is assured, as it becomes more worthy and serviceable. Special preparation of men for the calling under experienced, noble-minded teachers must instill a higher regard and prove an inspiration for well-equipped workers with full understanding of the ethics and obligations of the profession and an understanding of its just rights as well as its requirements.

Women have become the greatest readers of newspapers, and their good will is of the highest concern to publishers, and it is certainly to be believed that their influence will lead to the greatest purity of the press. The women, with the larger part that they are now accorded in all things educational, social, business and political, have the reform of the press in their hands.

Commercial news, that is more than news to the publisher, as it is a source of greatest revenue, must tell most on the press of the future. Advertisers have of late taken the highest stand for business integrity and purity. The self-interests of advertisers have made them willing students of all that tends to efficiency and permanent benefit. Immorality, deceit or fraud have come to be known as, in the end, unwise and unprofitable, both to advertisers and publishers.

The new gospel of advertising, preached at all conventions of Associated Advertising Clubs, must reach and influence for good all the editorial and news departments.

Then, too, advertisers have become great believers in, patrons and users of art, as well as advocates of purity, honesty, cleanliness and absolute reliability.

"Then" must see greater improvement in writing, greater care in news gathering, greater ability in conservation, wider freedom of views, absolute squareness and fairness with readers, better papers artistically, and better, too, in everything that is of good report, that helps, informs and ennobles.

The field for honest effort, fair co-operation among all worthy associations and worthy publishers will be enlarged. Co-operation is the growing, extending, higher law of trade and of good newspaper making. There may not be more newspapers in proportion to the population or larger in size, but they will be more attractive, more concise, more reliable, more useful in every department, with greater influence for the square deal, for honesty in business, purity in society and individual, for civic righteousness, and good government.

To these ends, as for all measures of wise economy, mutual helpfulness and the improvement of the press in character, professional standing, popular esteem and honest consideration and reliance, should the members of the New York Press Association and the National Editorial and all other associations faithfully work during the next sixty years, "and Then?"

* * *

Maury Democrat Reaches 32nd Year

Messrs. E. C. and Lynch Perry, of Columbia, Tennessee, are among the most popular and enterprising weekly newspaper editors and publishers of the country. They have been frequent attendants upon the conventions of the National Editorial Association, E. C. Perry having served for many years as member of the executive committee. At present they are being congratulated by their numerous newspaper friends over reaching the thirty-second anniversary of their excellent paper, the Maury Democrat, which they have advanced to a high place among the home papers of the country. Among the many kind notices by the members of the State, the Nashville Democrat contains words that ought to be grateful to the hearts of these earnest, kind, gentle, manly, deserving newspaper men:

> The editors and owners, E. C. and Lynch Perry, have, through honest business methods and an abundance of energy, built up the finest country weekly in Tennessee. In no other county is there a weekly paper to compare with it, and there are a number of excellent weeklies in the state. Despite the fact that Ed Perry has been in poor health for years, the Democrat has continued to grow in patronage and influence, and has done so because it deserved it. May the Democrat and its popular owners add many, many years of life and prosperity.

We are glad of the opportunity to join in these congratulations and commendations. The influence of such men and of such a paper is powerful for good inside as well as outside of the calling.

DOINGS OF THE BEN FRANKLIN CLUB AT MADISON, WISCONSIN

On Saturday, September 20, Ed. E. Sheasgreen, manager of the Standard Cost Finding Service Company (Sheasgreen & Turner), of Chicago, gave a stereopticon lecture before the Ben Franklin Club of Madison, Wis., on "The Use of Capital and its Relation to Your Business." In spite of the fact that the night was very stormy, one hundred and fifty attended the lecture, which was held in the auditorium of the public library. Manufacturers of many lines were present, together with building contractors, merchants, bankers, college professors and printers, with many employes. After the subject of the evening had been covered, Mr. Sheasgreen suggested to the audience that if they would care to stay, slides which had to do with the wage question and the "solution" of the same, would be shown. All present remained seated and listened to what proved to be a most interesting lecture in itself. Slides were shown that dealt with the cost of the human machine, how to get that cost and when found, how the knowledge should be applied to "solve the problem." At the close of the lecture over twenty of the audience began asking questions and kept at it until nearly midnight.

Mr. Sheasgreen has been asked to deliver two or three lectures before the University of Wisconsin Political Economy classes, and to also repeat the labor part of the lecture given at the library.

As the Standard Cost Finding Service Company has some heavy work on at Madison, which will necessitate several visits on the part of Mr. Sheasgreen, these lecture engagements will be filled at those times.

The Standard Cost Finding Service Company (Sheasgreen & Turner) of Chicago, has recently signed up several contracts in Wisconsin. It is reported that not only the printers in that state but other manufacturers as well, are becoming very much interested in the question of cost through the work this cost company is doing. The work is in charge of Theodore J. Turner, assistant manager, who has been busy at Hamilton and Cincinnati, Ohio, and other southern points.

* * *

J. J. WALSER, DECEASED

On October sixteenth, at his residence in Austin, Illinois, Mr. Jacob Joseph Walser, manager, for a quarter of a century, of the Goss Printing Press Company, passed away. He was widely known throughout the world of newspaper making and printing and very highly esteemed as a business man, and a kindly gentleman, honest and generous in all his dealings.

He was born in Germany but came to this country at an early age, and his business life has been passed in Chicago. He was sixty-five years of age. He is survived by his wife, Mrs. Sarah Walser, and by a daughter, Mrs. Lizzie Oliphant, and a son, Mr. Joseph J. Walser.

The funeral took place from the family residence, 145 Central Avenue, at 2 p. m., Monday, October 18th, under the direction of the Masonic organizations of which he was a member: Austin Lodge No. 850, A. F. and A. M., Siloam Commandery No. 541 K. T. and the Shriners. The burial was in Forest Home Cemetery.

* * *

READ BY ALL

Graf Printing Company, Printers - Publishers.
Hermann, Mo., Oct. 22,, 1913.

National Printer-Journalist, Chicago, Ill.

Gentlemen:—We Enclose our check for $2.00 to renew our subscription to your excellent trade journal, which is read in our shop with much interest from editor down to "devil."

Yours truly,
GRAF PRINTING CO.,
Per Theo. Graf.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass.

EDWARD L. STONE, of Roanoke, Va., who, as an article in the October number showed, was thirty years ago the only printer of the mammoth establishment now known as the Stone Printing and Manufacturing Company, has sent me the following bright letter. As his letterhead shows, Mr. Stone is not only president of this company, but also of the Borderland Coal Company, the Young Men's Investment Company, the E. R. Johnson Coal Mining Company, the Times Investment Company, and the Crystal Spring Drainage Company, which should be an inspiration to the only printer in a plant in a small locality where the true optimist sees Promise:

Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass.

Dear Sir:—I have just noticed the very nice article in your October number about our House Journal and our company.

You must have a nose for "the only copy," somewhat like the writer has a reputation of having in our plant.

All the folks in the manufacturing departments say that, if a quad sticks up on one sheet in a run of 10,000, that is just the time the writer walks around that press.

Or, if a sheet runs light in color, or, if printed crooked, or anything of that sort, that is just when the writer happens around.

Don't you think that rather a questionable reputation to have? That suggests that one might always be looking for trouble.

With kind regards, I am,

Yours truly,

EDWARD L. STONE.

The Stone Printing and Manufacturing Co., Roanoke, Va.

No, Mr. Stone! I do not think that a questionable reputation for a man such as you to have. You have not been looking for trouble, or you would have found it — to a fuller extent than your omens indicate. You have been looking for Perfection. And though that is infinitely harder to find — and to secure — than trouble, you seem to have come very close to it, as is shown by the work of your printing establishment — and, I trust, your investment companies. Michaelangelo (whose familiars never called him "Mike") is said to have answered a critic who chided him for his care as to detail, said that all his watchfulness and attention to trifles tended to Perfection, "and Perfection is no trifle." And that master of master craftsmen appears to have been as thoroughly "all-around" a man as Mr. Stone.

There is such a thing, of course, as too much attention to detail on the part of a boss. But it is the wrong kind of detail — or rather it is the wrong kind of a boss. Mr. Stone has personally mastered the details of the printing business, at any rate, and he knows enough not to spend all his time on them now he is the chief. Nothing is so likely to create a feeling of unrest and all the don't-care work it inspires than the perpetual nosing-around of a fault-finding boss who simply wishes to show his authority, and who often knows practically nothing of the practical work he is so fond of disturbing. But from the extraordinary career of Mr. Stone, the wonderful history of his concern, the spirit that radiates from the house-organ of the firm, and his letter, I feel sure that his interest in attaining perfection, tempered by his clear understanding of the difficulties it involves, is an inspiration to his employes.

There is a difference between fault-finding for the sake of fault-finding on the part of an employer; careless work because the employe consequently doesn't care; and the help of a keen trained observer in the person of an employer interested in good work who helps the employe at a time when his attention is distracted by many arduous duties, and inspires him to do his level best because the boss both understands and cares.

✣ ✣ ✣

A man should love his work, for that which he loves to do he will do well.

✣ ✣ ✣

A Printer's Newspaper in Blotter Form

The two issues of the Liberty Park Blotter, issued by the Liberty Printing Company, Camden, N. J., are printed on blotting stock of a size to fit into a No. 10 envelope, but contain more matter than any blotters I ever saw. They are, however, very easy to read, so clear is the typography, even though the ink is blue. But because of this color and that of the stock I am unable to show this unique publication, much though I should like to do so. Each copy has four columns of editorials, locals and advertisements. It is a regular newspaper in blotter shape, and the advertisements and locals are by no means confined to announcements of the Liberty Printing Company. Eleven other firms are represented on one of these blotters, in locals and ads cleverly illustrated by well-chosen stock cuts, and even the panels at the side of the heading are utilized for such advertising as "Ask Your Grocer for American Pretzels" and "Particular People Use Lawnton Dairy Milk."

The September issue is largely devoted to political articles and advertisements, one column, however, being reserved for a clever ad of the printers, of which one paragraph is: "We print everything and anything with the exception of Postal Cards, Postage Stamps and Paper Money. You know Uncle Sam is a particular friend of ours and we hate to interfere with his business." The Blotter announces that for public office it "supports the best available timber, whether they be Republicans, Democrats, Reformers or Socialists." Another announcement is that "the Thirteenth Ward Advocate, a new weekly paper, will appear January 3. Warren S. Dressler, of the Blotter, will be the editor and publisher."

This unique publication is so pleasing in all respects that I hope its editor will be so kind as to have a black proof pulled of the next issue, so I can show it to National Printer-Journalist readers.

The Blotter is an insulated live wire. It is a good advertisement for the Liberty Printing Company, for the eleven other firms, and for the political aspirants. And no doubt the other advertisers were glad to pay a good price for their advertising in a medium that could not help being read for its novelty, if for no other reason.

* * *

A good advertisement is generally a combination of various good qualities.

* * *

"More Business and How to Get It"

A house-organ for printers with the title "More Business, and How to Get It" should appeal to this department, whose conductor tries ever to iterate that the printer, in seeking More Work Through Publicity for himself, cannot do anything more in keeping with the business spirit of the age than to show that his object is to help his customers to get More Business. The title is that used by William J. Ellis, editor, printer, publisher, for the new house-organ of "Bucks County's Big Four" — the Delaware Valley Advance, Hulmeville, Pa., the Morrisville Monitor, the Langhorne Leader, and the Yardley Review, of which he sends me the initial number. The reading matter of the publication is bright and interesting, and the articles, "An Ideal Community," with its inspiring praise of Bucks county, "Where Our Papers Circulate," and "Printing from New Type," are especially well written. One of the new purchases mentioned in the last article is that of two sizes of the Caslon family. Are two sizes all you have of this family? I ask this because this paper, so good in many typographical respects, has a few faults that indicate there is a lack of series in the office that produced it, or else that the artistic possibilities of the series idea are not fully appreciated by the compositor. The sub-title, "And How to Get It," is, for instance, not as harmonious with the line "More Business" as it should be. Still more out of keeping with strict typographic harmony and the proper title-idea is the composition at the top, in the first right-hand column on the second page. Here "More Business" is in Litho Roman, yet "And How to Get It" is in 8-point Gothic caps. Then there is a short line, "House Organ of," in 8-point Gothic caps, caps and lower-case, and "Bucks County's Big Four" papers in a line and a quarter of 8-point Gothic caps. This makes something of a jumble. Would it not have been an effective way of emphasizing the fact that new Caslon type had been bought to have used this fine heading type in the headings, and stating this in the article? Possibly, however, the two sizes were not heading sizes; and the Gothic looks very neat for headings, being, however, somewhat too suggestive of "boiler plate." There are many more forceful heading-faces, though. And where 8-point Gothic is used for headings to 8-point Roman it is not well to employ 8-point Gothic caps to "bring out" some striking statement, or to display the names of the papers advertised and that of the house-organ. Here this is done both when there are double-heads (caps, and then caps and lower-case), and single heads of caps and lower-case. It is much better to obtain the emphasis by using caps of the Roman, which is done in some cases, this, however, being another departure from uniformity. In the headings, too, periods are both used and omitted.

I am mentioning these faults because they are very common ones where machine composition is used for both heads and text, and somehow I have neglected to call attention to them before. Moreover, where a house-organ advertises printing as well as newspapers, it is well to take more pains to have the production typographically faultless.

I like this house-organ very much; it is a good advertisement, and it needs but a little attention to details to make it a better. Put me on your mailing list. I won't be so critical next time. I have worked with men named Ellis, and I know I won't need to be .

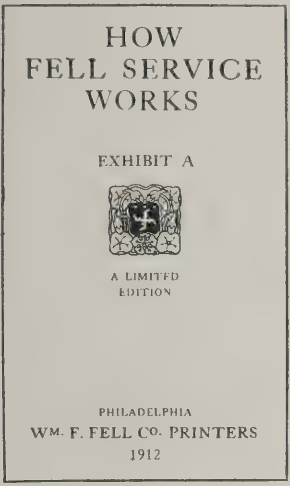
* * *

An advertiser should always keep probability in view.

* * *

A Booklet That Is a Poem. What Kind? Lyric

An eight-page booklet, rather smaller than most booklets, on buff-tinted dull-finish stock, in black and orange, without cover, and held together simply by a light cord a third of the way from the top, makes, with this chaste typography on the outside page (1a), such an appeal to the lover of the beautiful, who is each of us, that it will get more attention than many an elaborate and highly-pretentious product of the printers' art. This booklet is issued by William F. Fell Company, of Philadelphia. The first page has this panel (1a) with broad margins at the left and bottom. The title, the center of the ornamentation, and the line, "Wm. F. Fell Co., Printers," are orange; the remainder is black. The second page, in orange and brown, shows what is meant by "Exhibit A" — a Limited Edition done by the Fell Service Bureau of "The Voice of the Garden," by Abram Linwood Urban. The third page has nothing but the introductory line of caps, "As a Prospect" — introductory to the article on pages 4 and 5 (1b and c), in which but the side heads and title are orange. One advertising point about this booklet is that the style is that of Exhibit A, even to the color scheme.



HOW
FELL SERVICE
WORKS

EXHIBIT A

A LIMITED
EDITION

PHILADELPHIA
WM. F. FELL CO. PRINTERS
1912

1a

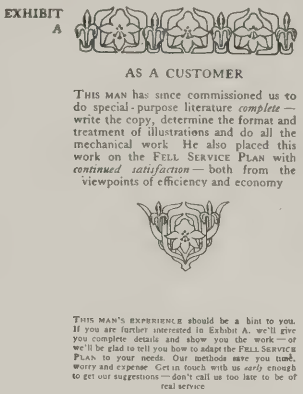


EXHIBIT
A

AS A CUSTOMER

This man has since commissioned us to do special-purpose literature *complete* — write the copy, determine the format and treatment of illustrations and do all the mechanical work He also placed this work on the Fell Service Plan with *continued satisfaction* — both from the viewpoints of efficiency and economy

This man's experience should be a hint to you. If you are further interested in Exhibit A. we'll give you complete details and show you the work — or we'll be glad to tell you how to adapt the Fell Service Plan to your needs. Our methods save you time, worry and expense Get in touch with us *early* enough to get our suggestions — don't call us too late to be of real service

1d

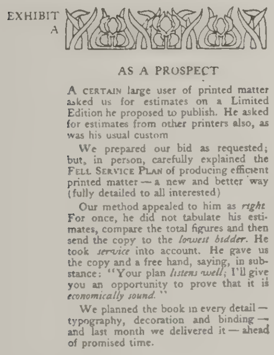


EXHIBIT
A

AS A PROSPECT

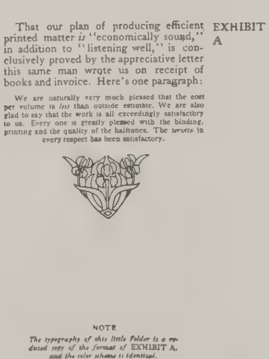
A certain large user of printed matter asked us for estimates on a Limited Edition he proposed to publish. He asked for estimates from other printers also, as was his usual custom

We prepared our bid as requested; but, in person, carefully explained the Fell Service Plan of producing efficient printed matter — a new and better way (fully detailed to all interested)

Our method appealed to him as *right* For once, he did not tabulate his estimates, compare the total figures and then send the copy to the *lowest bidder*. He took *service* into account. He gave us the copy and a free hand, saying, in substance: "Your plan *listens well*; I'll give you an opportunity to prove that it is *economically sound.*"

We planned the book in every detail — typography, decoration and binding — and last month we delivered it — ahead of promised time.

1b



That our plan of producing efficient printed matter *is* "economically sound," in addition to "listening well," is conclusively proved by the appreciative letter this same man wrote us on receipt of books and invoice. Here's one paragraph:

We are naturally very much pleased that the cost per volume is *less* than outside estimate. We are also glad to say that the work is all exceedingly satisfactory to us. Every one is greatly pleased with the binding, printing and the quality of the halftones. The *service* in every respect has been satisfactory.

EXHIBIT
A

NOTE
The typography of this little Folder is a reduced copy of the format of EXHIBIT A, *and the color scheme is identical.*

1c

The sixth page is devoted to the opinions of two authorities on the edition de luxe. Henry L. Johnson, editor of the Graphic Art, says that the illustrations give one of the richest effects on dull-finished paper that he has ever seen.

✣ ✣ ✣

Don't use too many arguments in one advertisement.

✣ ✣ ✣

Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass.

Dear Sir:—Your kind letter just received and contents noted. Have sent plates to N. P.-J. Also stamps for return of same. As these plates are made with two pages to each, I have sent the whole 12 and they are at liberty to saw them apart.

Am sending under separate cover copy of the original paper of that date. You will note that we fold the two sections separately, but in order to get a saddleback bind on the miniature we inserted the second section in the center of the first section.

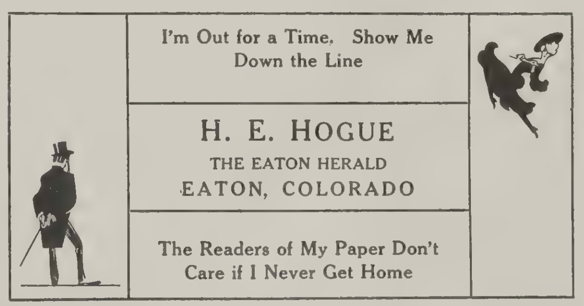
I am sending you the copy of the original, as some of the editors at the convention looked as though they doubted me when I said it was an exact replica of that issue — appeared to think I had shoved in a few extra sheets. We run from 16 to 24 pages — just as the ads call for. We do not often reach 24 and only in the dull months get down to 12 — usually 18 or 20 pages.

As to the cards you mention, the miniature Herald was my principal cards; the other simply a side-issue for fun. I also had a few for my wife which I had to give out myself.

But for the short time in which we had to work on the job, I would have printed my name and address in red, as we did the copies we mailed and distributed after I returned home, a copy of which and the envelope used I am also sending you.

Thanking you for courtesies received in the past and the coming one,

Yours very truly,
H. E. HOGUE.
The Eaton Herald, Eaton, Colo.



I'm Out for a Time. Show Me Down the Line

H. E. HOGUE
THE EATON HERALD
EATON, COLORADO

The Readers of My Paper Don't Care if I Never Get Home

2a

For some reason the card I alluded to in my write-up was not reproduced, though I sent it in, and alluded to it in my article. Here it is (2a), as Mr. Hogue sent me another copy, and also a tastefully printed card of Mrs. Howard Eugene Hogue, with the following words in small type: "The power behind the editor of the Eaton Herald."

✣ ✣ ✣

A sale that causes the loss of a friend is usually an unprofitable transaction to the seller as well as to the friend.

✣ ✣ ✣

From Stutes, of Spokane

From the Stutes Printing Concern, of Spokane, Wash., comes a number of printing conceits of the ever-active brain of our old friend Stutes. The most elaborate and the most strikingly original of this lot are unreproducible. One is a folder of which the back, all but a very elaborate embossed title panel, with the words "Art Service for You," is built up with ornaments and fancy rules. Two larger panels respectively constitute the most of the two argument pages of the folder, and these have as a background the ornament and rule design, which extends to the flap. Now you know all about it. If you do not, remember that a simple reproduction — a picture of the job — would convey the idea as I could not if I wrote a column about the production, which is, after all, original only in the selection of material. But how much that is, sometimes! The best originality does not mean the mere doing of something as nobody else has done it before — sometimes this is mere craziness. It is the doing what others have done, better — and in the work of an artist-printer, what a chance he has for originality even in a simple selection of type-forms. The face shown in the jobs 3a, b, and c, is one that the Inland Type Foundry have manufactured for some time, but now one thinks of Stutes when he sees such a job as those here shown. But the simple selection is not the only explanation in this case. There is other simplicity — that of genius. Take 3a — of course it will look like a mourning card in the reproduction, but the border is a beautiful green; think warmly in green when you look at it. Is not there real art in the use of the second size of time as is done here? — and yet, how simple!

STUTES
PRINTING CONCERN
PRINTING ARCHITECTS
First Prize Commercial Printers
Main Line Phone 2060
MAIN AVENUE 815
SPOKANE

3a

STUTES PRINTING CONCERN
Printers
815 MAIN AVE · SPOKANE . U.S.A.

¶It's no use taking
life too seriously—
you'll never get out
of it alive anyway

3b

"Every time you go to town
And start to throw your money 'round;
Say, home-made-goods are the stuff for me
Because they spell pros-per-i-ty.
The dollar you send to the Eastern shore
Says: "Good-bye, Bill," for evermore,,
But the dollar you spend in your Inland town
Keeps a 'comin' and a 'comin' and a comin' 'round."

STUTES PRINTING CONCERN
815 MAIN AVENUE PHONE MAIN 2060

3c

✣ ✣ ✣

If it were as easy to follow good advice as to give it, there would be no need of jails and reformatories.

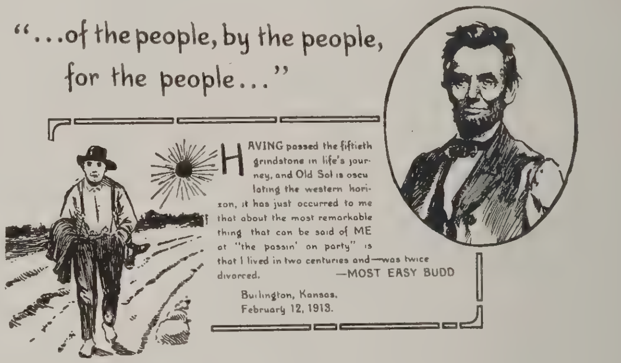
Budd and Abe

Mr. H. A. Woodworth:—I read the "fairy story" in the July N. P.-J. and wish to thank you. I sure would like to meet you some time but that will probably never be my pleasure.

Very respectfully,
MOST EASY BUDD.

A fairy story, Budd? Not on your continuous life. Just read Sir Oliver Lodge's address as president of the British Association for the Advancement of Science, delivered a few weeks ago. I'll meet you here or hereafter — mayhap at Fiddler's Green or the delightful Land of Aise — anywhere there's a newspaper or a printing office.

Here is one of the most "only original" cards I ever saw — birthday card of two honest men, sent out on February 12. Red is the head (not of Budd, but of the card), and the sun. And I hope it will be reproduced so that it can be read. A man that "lived in two centuries and — was twice divorced" — should there be a hereafter for him? There is a St. Peter story about such a case — but I will not repeat it. Here's hoping that at any rate I can meet Budd, either in Burlington or Boston.



"...of the people, by the people, for the people..."

HAVING passed the fiftieth grindstone in life's journey, and Old Sol is osculating the western horizon, it has just occurred to me that about the most remarkable thing that can be said of ME at "the passin' on party" is that I lived in two centuries and—was twice divorced. —MOST EASY BUDD

Burlington, Kansas.
February 12, 1913.

✣ ✣ ✣

It would be as reasonable to undertake to construct a house with no materials but one brick as it is to expect to build up a big business with one advertisement.

✣ ✣ ✣

Extry! Sauer-Kraut Edisheen!

I have a museum of the exceptional, the odd, the bizarre, the extraordinary, the unconventional, the bughouse and the rare in journalism, and into a reverent niche of it must go the special Sauer-Kraut Day Edition of the Inter-County Journal, of Ackley, Iowa, of four different years. Sauer-Kraut Day is in Ackley of all the year the maddest, merriest day — and has apparently been shifted from the last Thursday in September to the last Thursday in August — or for all I can learn, it may begin on the last Thursday in August and keep up till the last Thursday in September — and then may be extended — like wienerwurst — farther yet.

A minister told me that in a year when kale was a rare article (the vegetable kale, that is) he asked the head of a family in Lunenberg, Nova Scotia's German county, if he had much sauer-kraut for the winter. "Very leetle," was the sorrowful reply, "only sefen parrels for seekness." But if we are to believe everything we read in the extra number of the Inter-County Journal, this would not last a Hardin County family, well or sick, through the day.

The headlines, some of which are red, are as startling as the yellowest thrillers — but it was, for instance, crickets that had crawled into a barrel to eat the remains of kraut that were "the twenty-seven burned to death" in the "holocaust," as the yearly bonfire is called. Of course, there are want ads such as "Wanted — Immediately or quicker — five carloads of dogs," supposed to be inserted by the Weiner Committee. But the paid ads are many; and this paper of delightful holiday foolery, which was presumably sold to visitors and townsmen, is evidently a very profitable investment.

There are many editorials, poems, stories, locals, and articles, most of which have to do with the state of the kraut krop.

There is, of course, a program of the day's events that should cause digestion to wait on appetite, judging from these items: "2:00 p. m. Get greased pig on gallop. $1 and goose. Free for all" and "Catching greased pig. Purse, pig."

There is an editorial wail concerning the "counterfeit Sauer-Kraut Days" that are being put on by two other towns in the state. Doubtless the sauerkraut edition will likewise be imitated. It should certainly serve as a hint for publishers who desire to make some extra money on other festivities, and to interest out-of-town folk in their papers and their job offices.

Says an ad of the Journal: "It is It around here." And the revised version of an immortal thought is as follows, with the exception of the elimination of one of the "o"s from the word that is four times used: "He who loses his purse loses trash, but he who loses his good name loses about all he can't get back by advertising in the Journal."

* * *

If you are not enthusiastic about your business, you are not likely to write a good advertisement concerning it. Neither is any ad writer you may employ.

* * *

BUSINESS NOTES

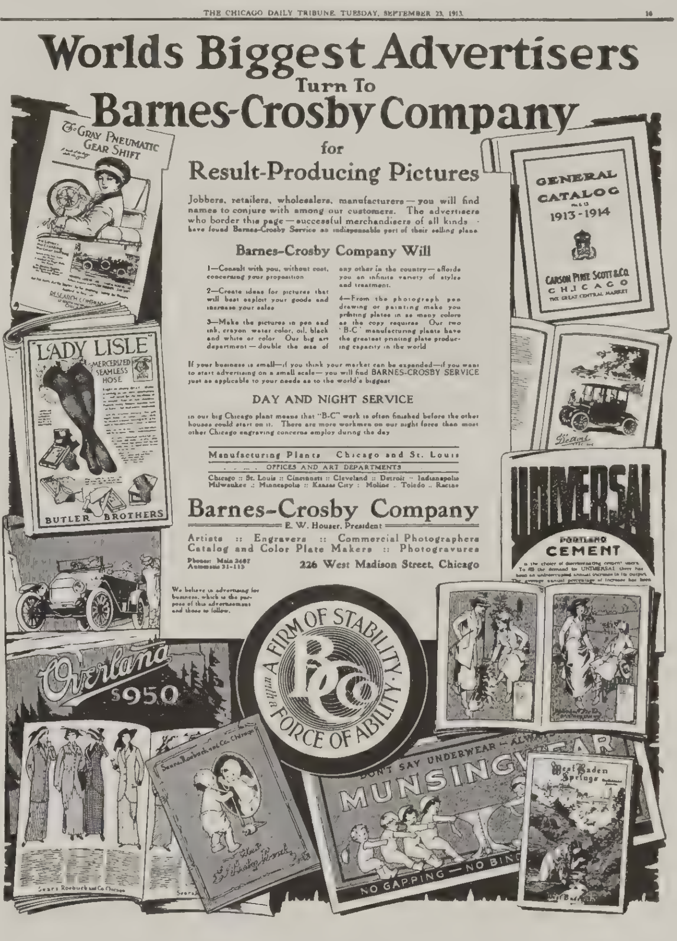
Joseph Hays Promotion

Mr. Joseph Hays, who has been in charge of the western territory of the Lanston Monotype Machine Company, has received a well merited promotion. Mr. Hays has been made assistant to the president, and will hereafter devote his time to special work. His duties will, however, take him frequently into the western territory, where he will have an opportunity of meeting his old friends. Messrs. Richard Beresford and James H. Sweeney, who have in the past acted as assistants to Mr. Hays, have been promoted and placed in charge of the western territory.

Barnes-Crosby Ad in Chicago Tribune

The full page advertisements of the Barnes-Crosby Company that have been appearing in a series in the Chicago Daily Tribune are educative as well as effective. These advertisements show "how", and the "how" to do things is the great need of all people, of business men as well as of farmers.

The how to advertise is one of the great problems of this age of salesmanship through attractive, informing and convincing publicity. It is the great question of modern merchandising, whether it be the selling of dry goods, groceries, printing or machinery, of education in the schools or of advertising itself, the chief product or staple of newspapers and magazines and, as to matter, construction and illustration, of publicity experts, illustrators and engravers.



THE CHICAGO DAILY TRIBUNE. TUESDAY, SEPTEMBER 23, 1913. 16

Worlds Biggest Advertisers
Turn To
Barnes-Crosby Company
for
Result-Producing Pictures

Jobbers, retailers, wholesalers, manufacturers — you will find names to conjure with among our customers. The advertisers who border this page — successful merchandisers of all kinds — have found Barnes-Crosby Service an indispensable part of their selling plans.

Barnes-Crosby Company Will

1—Consult with you, without cost, concerning your proposition

2—Create ideas for pictures that will best exploit your goods and increase your sales

3—Make the pictures in pen and ink, crayon water color, oil, black and white or color. Our big art department — double the size of any other in the country — affords you an infinite variety of styles and treatment.

4—From the photograph pen drawing or painting make you printing plates in as many colors as the copy requires. Our two "B-C" manufacturing plants have the greatest printing plate producing capacity in the world

If your business is small—if you think your market can be expanded—if you want to start advertising on a small scale— you will find BARNES-CROSBY SERVICE just as applicable to your needs as to the world's biggest

DAY AND NIGHT SERVICE

in our big Chicago plant means that "B-C" work is often finished before the other houses could start on it. There are more workmen on our night force than most other Chicago engraving concerns employ during the day

Manufacturing Plants Chicago and St. Louis

OFFICES AND ART DEPARTMENTS

Chicago :: St. Louis :: Cincinnati :: Cleveland :: Detroit :: Indianapolis
Milwaukee :: Minneapolis :: Kansas City :: Moline :: Toledo :: Racine

Barnes-Crosby Company
E. W. Houser, President

Artists :: Engravers :: Commercial Photographers
Catalog and Color Plate Makers :: Photogravures

Phones: Main 2487
Automatic 31-115

226 West Madison Street, Chicago

We believe in advertising for business, which is the purpose of this advertisement and those to follow.

The advertisement of September 23 — reproduced herewith from the great newspaper page of seventeen inches in width to our cut of three inches — is an illustration in point. The advertisement is enforced by that powerful influence, the example of the "World's Biggest Advertisers." The work is exhibited and the ability to design, construct and illustrate clearly shown, while the text tells the story of the resources, the facilities, the reasons and the desire to serve, with an assurance of promptness and effectiveness.

If the small illustration does not sufficiently portray the points mentioned, get the Chicago Tribune and examine for yourself. It is the greatest daily in the world, is used as text book in the great School of Journalism of the University of Wisconsin and deserves study except, in our way of thinking, as to the too great extent of the continued stories of Chicago's crimes and criminals.

Recent Installation of Scott Multi-Unit Presses

The Scott "Multi-Unit" Newspaper Printing Press has certainly won its way into the hearts of the publishers. Recently they installed one in the office of the Providence, (Rhode Island) Journal, and in ten (10) days from the time the press was started up they received a check in payment for same. The latest installation of Scott Multi-Unit Presses was at the Montreal Daily Mail, the new paper recently started at that city. They have been running the machine a few days, and are so well pleased with the running of it that they have accepted and paid for same. Someone has said that money talks louder than words, and the fact that these two enterprising newspapers have bought and paid for these presses within such a short time after installation is in itself a very good recommendation for the SCOTT "MULTI-UNIT" PRESS.

* * *

H. C. Hansen Type Foundrv in Chicago

As has already been noted, the H. C. Hansen type foundry has established, with the William Thomson Printers' Machinery Company, 426 South Dearborn Street, a complete Chicago branch. In other words, the William Thomson Printers' Machinery Company, at the above named address, have become the selling agent for Chicago and this territory. An expert stock and order filler — a man having years of experience — has been sent from Boston, and the trade is assured the highest class of service.

They carry a complete line of Hansen types, borders, rules, etc., in stock ready for immediate delivery. All orders will be fully and promptly filled as from the home offices. The Puritan Type Series of this foundry, with their gray-tone brass rule border, is shown on page 764 of this issue, and the home of the office in Boston is portrayed in half-tone cut herewith.

This foundry, as will be noted by an examination of the page advertisement, now has branches in Chicago, St. Paul, Grand Rapids and New York City.

Boston Office H. C. Hansen Type Foundry

Standard High-Speed Automatic

There is profit in studying advertisements and keeping up with all the latest machines and improvements. The Wood & Nathan Company have an important message this month to printers who are so located as to demand a press with a wide range of printing possibilities, that can handle all manner of jobs, large and small, from "a card to a catalog, a wedding announcement to 5,000 hand bills"; both short and long runs from 500 to 50,000, economically and speedily. The claim is rightly made that printers in the smaller sized cities, away from electrotype plants, type foundries and other sources of supply, have greater need of the very latest and most versatile equipment than have those in the larger cities where deficient equipments may be quickly remedied or where the equipments of others may be utilized through friendly arrangements, to help out in times of need.

It is too expensive for the printers in the smaller cities to have a large variety of machinery to meet all possible demands in an emergency, hence there is economy in buying presses or machines that will do the widest variety of work.

It is claimed for the Standard High Speed Automatic Press that it can do, profitably, a wider range of work than has heretofore been possible on any single style of press.

* * *

"The Miehle Printing Press and Manufacturing Company of Chicago announces that Mr. Robert Miehle has again associated himself with the company, under an arrangement which for a long term of years insures to the company the benefit of Mr. Miehle's experience, inventions, and advice in connection with the development of its printing machinery."

* * *

Goss Display at Toledo Exposition

Last month we gave an illustration of the interesting exhibit of the Goss Printing Press Company at the Toledo Exposition that in itself furnished a pretty full description, but we now add the following, which will still be of interest to readers of the National Printer-Journalist.

The Goss company had a very prominent place on the platform, some five feet higher than the main floor, thirty feet by thirty feet in extent. A Goss Comet Flat Bed Web Perfecting Press was shown in the center in operation. The press was used to print the official Exposition daily, entitled "The Toledo Expo News," which had a guaranteed circulation of 10,000 daily. The paper varied in size from six to eight pages, according to the amount of space required by the advertising.

The background of the Goss exhibit consisted of a map of several of the Central States. On each side of this map there was a large list of Comet users. One of the attractive features of this background was the small pictures which showed the exact location where Comet presses are installed, in the different towns of these states. This background effect answered many questions in itself as to where Comet presses are in use and who the users are.

The exhibit was in charge of the Cox brothers, Joseph L. and Paul F., the veteran flat bed press builders, who have spent the greater part of their lives perfecting newspaper presses of the flat bed type.

The exhibit press was sold the first day of the show to Berner Bros., of Antigo, Wis.

✣ ✣ ✣

Hamilton Exhibit at Toledo Convention

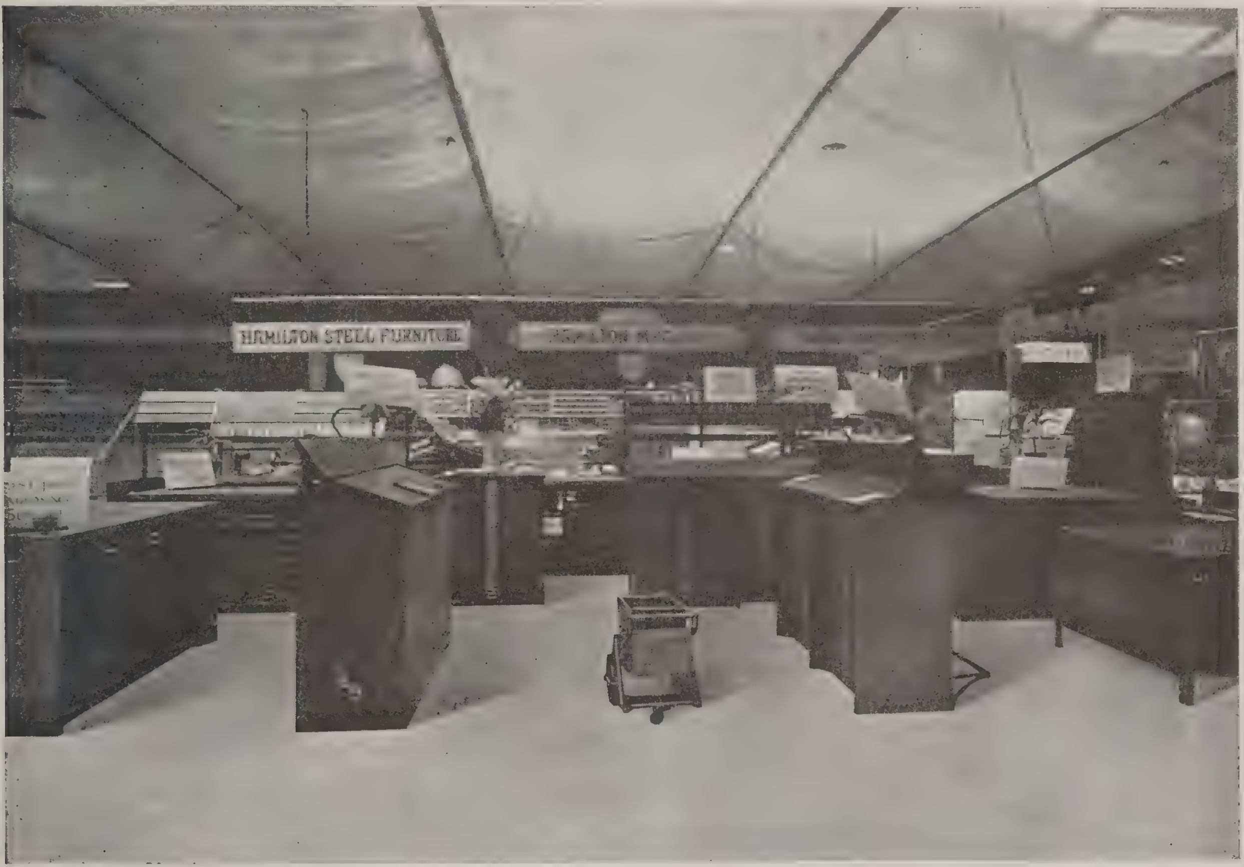
The exhibit of the Hamilton Manufacturing Company at the Ben Franklin convention in Toledo, recently, met with considerable interest and attention on the part of printers who attended the convention. This was really the first representative display of Hamilton Steel Furniture ever given publicly, and it naturally presented many interesting new features in the way of composing room equipment for space and time-saving, as well as the general improvement of the composing room.

Every article shown is worthy of a detailed description here, but unfortunately space does not permit.

One very clever new piece was a sectional sort cabinet built like a sectional bookcase so sections can be added from time to time as needed.

Another very interesting piece was the Bullen sectional chase rack, which, in addition to being probably the most compact chase rack ever produced, has the further advantage of safeguarding the forms when being taken from or put into the rack by means of an adjustable top guide which prevents the chase from falling over against another chase in the rack and thus damaging its face.

A new cabinet known as the ad-man's cabinet, had several new features of especial interest, one being a rack suspended immediately below the lead cases filled with small boxes for holding brass and copper thin spaces, thin leads, spaces and quads, etc. Another feature of this cabinet was a swinging tray immediately below the working surface for holding quarter cases filled with rule.



One novel and decidedly practical feature was found in one of the long make-up tables, where the steel letterboards are operated on steel rollers, making it possible to handle them with extreme ease. As an evidence of the ease with which the boards operate, a man weighing 180 pounds stood on one of the boards while it was pushed back and forth, in and out of the frame.

Most of the articles shown at the Toledo exhibit are described in a special booklet issued by the Hamilton Manufacturing Company for distribution at the Toledo show. The booklet is entitled "Where Quality Counts," and those not fortunate enough to secure a copy at Toledo, we are informed, can secure one from the Hamilton Manufacturing Company on request.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

OLD TYPE WANTED—Cash or exchange. Empire Type Foundry. (Not in the Trust), Buffalo, N. Y.

BINDERY MACHINERY FOR SALE—On account of edition work in printing departments crowding us for floor space, we offer the following bargains:

	Our Price
One 30-inch Monitor Power Perforator with patent adjustable feed gauge, made by Latham Machinery Co.; cost $190	$125.00
One Hickok Ruling Machine, without striker, 32-inch cloth, large assortment of pens, no power; cost $260	90.00
One Rotary Book Sawing Machine, table 26x45 inches, made by Standard Machinery Company, hand or power, 5 saws on arbor; cost $150	60.00
One 32-inch Horizontal Board Cutter or Gauge Table Shears, cast iron frame and top, made by Standard Machinery Co.; cost $95	65.00
Twenty-five pairs used News Cases	75c per pair
Twenty-five 2-3 used Job Cases	30c each

All machines in GOOD WORKING ORDER and big bargains for the money. Send half cash with order, or if monthly payments are desired give proper references.
CANTWELL PRINTING COMPANY, Madison, Wis.

REBUILT TWO-REVOLUTION PRESSES—Huber 4-roller, 46x60 bed, $1,100; 37x52 bed, $1,000; Campbell Job and Book, 37x52 bed, four roller, $650; 34x50 bed, $600; Hoe Two Revolution, front fly, 4-roller, 46x60 bed, $800. Illustrations and details furnished on application. C. FRANK BOUGHTON, Successor to Van Allens & Boughton, 17-23 Rose St., New York.

FOR SALE—12 Make-up or Transfer Tables, 25½x30½, for 7 or 8 columns, including chases and equipment. Two 12x18 C. & P. Gordon Presses. RARE BARGAINS. W. M. LINN & SONS CO., 108 CLINTON BLDG., COLUMBUS, OHIO.

Bargains in Printing Presses
FOR SALE

FOR SALE—Three-deck press, prints 4-6-8-10-12-14-16-18-20-24 pages. Overhauled and rebuilt. Will sell at very low price. THE GOSS PRINTING PRESS CO., CHICAGO ILL

FOR SALE—Four-deck press, prints 4-6-8-10-12-14-16-20-24-28-32 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One Flat Bed Perfecting Press, prints 4-6-8 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One 3-deck Duplex Tubular Press. Prints 4-6-8-10-12 pages. Taken in trade for one of our Straightline Presses Tubular press will be sold at a bargain. GOSS PRINTING PRESS CO., 16th St. & Ashland Ave., Chicago, No. 1 Madison Ave., New York City.

YOUR OPPORTUNITY

$40,000 Printing Plant
FOR SALE

The well known firm of WM. JOHNSTON PRINTING COMPANY, located at 722-732 Sherman St., cor. Polk St., on the 3rd floor of the Printers Building, are retiring from business, and the entire plant of machinery, type, cabinets, etc., will be closed out for the benefit of stockholders and its creditors at private sale.

ANT CONTAINS THE FOLLOWING MACHINERY:

46x65 MIEHLE
42x54 SCOTT FOUR-ROLLER
36x52 POTTER FRONT DELIVERY
36x50 CAMPBELL FOUR-ROLLER
27x40 WHITLOCK TWO-ROLLER
23x28 CAMPBELL TWO-REVOLUTION
23x28 CRANSTON PONY DRUM
17x22 POTTER PONY DRUM
50-in. OSWEGO AUTOMATIC CUTTER
2 MONITOR STITCHERS
33x46 BROWN FOLDER
HARRIS AUTOMATIC PRESS
5—10x15 CHANDLER & PRICE PRESSES
10x15 COLTS ARMY
14x22 COLTS ARMORY
VANDERCOOK PROOF PRESS
TIME CLOCK

Large Composing Room, consisting of Type, Cabinets, Tracy Stands, Imposing Stones, Galleys, Chases, Leads and Slugs, Furniture, etc.

The above printing material will be sold at a very LOW PRICE. This is the time to replenish your printing plant.

Apply on the premises, or by Mail for further particulars

A. F. WANNER, Sales Agent
731 Sherman St., 3rd Floor
Chicago, ILL.

P. S.—Buyers outside of Chicago will be furnished with detailed information on any line of machinery or supplies desired.

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz with extra tongues.

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency Method of attaching does not interfere with raising tympan

Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York

From us or your dealer. *Free Booklets.*

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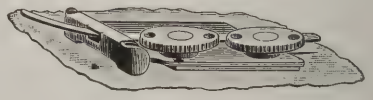
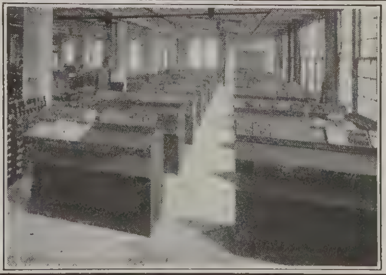


Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues.



Keystone Steel Equipment

Promotes Efficiency in the Highest Degree

FIRE-PROOF SANITARY HANDSOME

Cuts show views of a large composing room fitted out completely with Steel Equipment

KEYSTONE TYPE FOUNDRY
Philadelphia, New York, Chicago, Detroit, Atlanta, San Francisco

We Have a Large Circle

of friends and customers among the printers. We want to *include you* within this circle. If you buy Art Work, Engravings or Publicity Writing Service,

LET US BE YOUR MENTOR
We are not your competitor

We can give you the benefit of the co-operation of a large and complete organization.

THE HOUSE OF MANZ

has been established for more than half a century.

We are producers in the

Arts and Crafts of Direct Publicity

Our Art Work, comprises Pen and Ink or Wash Drawings for catalogues, calendars, covers, magazines and all advertising designs. Mechanical Drawings from blue prints or pencil sketches. Bird's-eye Views. Retouching of Photographs.

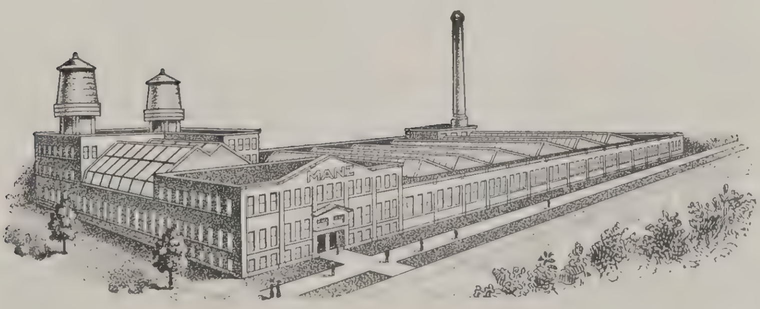
Our Engraving Work, includes Halftone, Zinc Etchings, Color Work in two, three or more colors. Manz Natural Color Work, Electrotyping and Manz Steel Lead Mold Electrotypes.

Our Publicity Service Department
contemplates the editing or planning and writing your copy, when desired.

SUBMIT US YOUR PROBLEM

Manz Engraving Co.

Sales office: 22 W. Monroe Street
Plant: 4001-43 Ravenswood Avenue
CHICAGO



The Graphic Arts and Crafts Year Book

THE AMERICAN ANNUAL REVIEW OF THE PRINTING AND ALLIED INDUSTRIES

Volume VI, now in press, will contain a comprehensive exposition of the year's accomplishments in the graphic arts, and classified displays showing constructive features in the different fields of advertising.

SECTION I. *General Review.* Seventeen interesting articles reviewing the year's progress.

SECTION II. *Advertising Literature.* Articles by 26 well-known advertising men, each a leader in his line.

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SECTION V. *Press.* Eight authoritative discussions of pressroom difficulties by W. S. Carroll, American Bank Note Co. New York, and associate contributors.

SECTION VI. *Paper and Supplies.* Articles of interest by C. D. Jacobs, Wm. B. Wheelwright and others.

SECTION VII. *Binding.* An unusually complete resume of existing conditions in the binding industry with a forecast of the future by E. W. Palmer, J. F. Tapley Co. New York. Superbly illustrated.

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350 pages of terse technical text by nearly 100 contributors. More than 200 pages of exhibits by the country's leading printers and engravers.

Volume VI will contain about 600 pages, bound in half-leather, delivered carrier charges prepaid, $5.00.

WRITE FOR A PROSPECTUS OF VOLUME VI.

THE GRAPHIC ARTS PRESS, Hamilton, Ohio

Subscriptions placed with the NATIONAL PRINTER-JOURNALIST, 4618 Ravenswood Ave., Chicago, Ill., will receive prompt attention.

If— you are

A Type Maker or
A Type User

A Plate Maker or
A Plate User

A Paper Maker or
A Paper User

An Ink Maker or
An Ink User

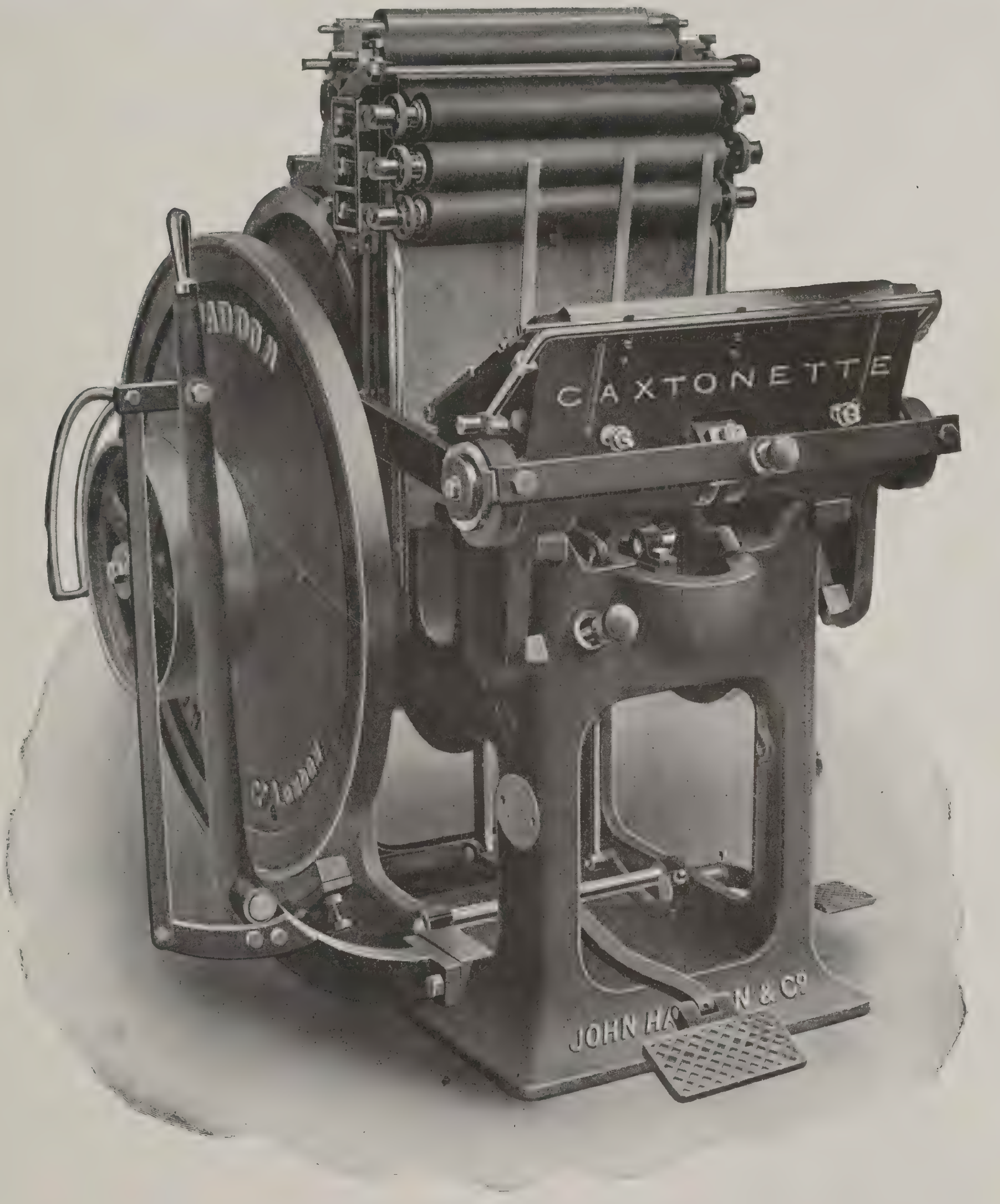
A Buyer of Advertising or
A Seller of Advertising

Or
Interested in
any of the
Allied Crafts

You Need This Book

BABY CAXTON

Latest Achievement in the Building of a Small but Powerful Press



For prices and further particulars apply to

H. Hinze Machinery Co., Tribune Building **New York**

Sole American Agents for ALL Caxton Presses

JUST OFF THE PRESS—A BOOK OF REAL SERVICE

NIFTY IDEAS FOR THRIFTY PRINTERS

A De-luxe Volume of More than 100 Classy Typographical Designs in One-, Two- and Three-Color Harmonies on White and Colored Stock.

ENDORSED BY SOME OF AMERICA'S LEADING TYPOGRAPHERS. READ WHAT THEY SAY—

L. H. McNeil, Findlay, Ohio: "Your book is the most complete of any of this nature that has come to my notice. It should be in the hands of every printer who is looking for a book that is a guide to correct typography," etc.

C. W. Ludtke, Markesan, Wis.: "We would not take the price we paid for it if we could not get another copy. To say that we are pleased is putting it mildly," etc.

McMullen-Woellhaf Ptg. Co., Burlington, Iowa.: "The volume should prove of inspiration and assistance many times worth its price to the ambitious workman, whether apprentice, journeyman or foreman," etc.

Send $2 for a copy of this splendid book to

J. L. FRAZIER, 604 Kentucky St., **Lawrence, Kas.**

Let us Assist you in Lessening the Leaks in your Business— In Increasing the Profits of your Business.

Write Us Today

The Standard Cost-Finding Service Company

(Sheasgreen & Turner)

"To Standardize Cost-Finding and Business Methods in every line of Endeavor"

1603 Monadnock Block - - - CHICAGO, ILL.

A Scientific Cost-Finding System Brings Scientific BUSINESS Management

A book of vital interest to both the employer and the employee, by ED. E SHEASGREEN, this Fall—THE PROFITABLE WAGE.

Before the TRUE COST of production can be known, the cost of producing labor must first be known.

CUT HERE

I am interested in **THE PROFITABLE WAGE,** by Ed. E. Sheasgreen. Enter my name on your advance list for one copy of the book, cloth-bound $2.00, to be remitted for as soon as received

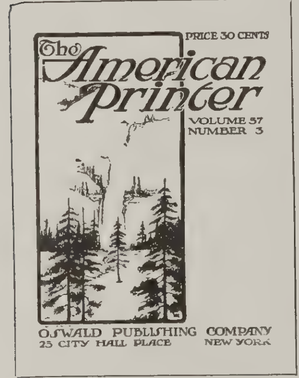
Name..........

Address..........

City..........

State..........

Are You Interested in Cost-Finding?



If so, you should not miss reading the series of articles on the subject now appearing in

THE AMERICAN PRINTER, a Magazine of Printing

A writer who has the facility of making things plain has especially prepared a complete explanation of the mysteries of cost-finding. The November number also has an extensive article on the preliminary preparation of printed matter. The winning answers in the Contest in Printshop Knowledge are now appearing in instalments in The American Printer; don't miss them. It takes a whole page in each number to list the titles to the numerous interesting and practical articles. Besides there are lots of illustrations. Send thirty cents for a sample copy of the November number.

Oswald Publishing Company, 25 City Hall Place, New York.

TAKE NO CHANCES

Use the unmistakably dependable "Cutters that cut", the kind Royle makes.

Write for Booklet.

John Royle & Sons
Paterson, N. J.

Photo-Engravers' Machinery

Riessner's Combination Gold Printing Ink

for all kinds of paper. A pound sent, express paid, on approval. Send on your paper and I will print Gold Ink on it to show you.

Specimens and prices on request

T. RIESSNER **63 Gold Street. New York**

AGENTS WANTED. A Good Side Line for Salesman.

ENGRAVED Cards & Wedding Invitations

OUR PRICE LIST SHOWS 92 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.

AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

Unique Steel Blocks

must be good or they would not be so extensively used in the best printshops.

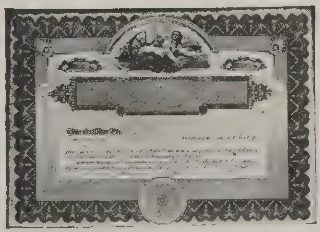
The reason is that they are

High in Quality, Low in Price.

Send for our catalog and price list.

Unique Steel Block Co.

Ken Avenue and Keap Street,
BROOKLYN, N. Y.



UNITED STATES BANK NOTES AND "K. B." BLANKS ARE ON A PAR

so far as workmanship can go to give the stamp of quality to securities. They are steel engraved like a bank note. They look like money. They feel like money. Crisp currency—that's the idea The only line of steel engraved blanks on the market. Do not confound them with other or lithographed blanks. This proposition should appeal to stationers and printers. Samples and prices on application.

KIHN BROTHERS Bank Note Engravers
99-103 Beekman Street, New York

Newspaper Writing and Editing

By Willard G. Bleyer, Ph. D.
$1.65, net. Postpaid

"No one but a practical newspaper man could write such a book. It is an account of how to be a thoroughgoing newspaper man—reporter, deskman, correspondent, make-up man, or headline writer. I think it admirable.

Robert Lincoln O'Brien,
Editor of the Boston Herald.

HOUGHTON MIFFLIN COMPANY, Publishers

National Printer-Journalist
4620 Ravenswood Ave. Chicago, Illinois

Printing ◆ Advertising ◆ Engraving

An Exposition of Printed and Lithographed Productions

By Harry A. Cochrane

IT is agreed that the year 1913 saw in New York the greatest printing machinery exposition ever held on the Western World. There were many doubters when the idea was first proposed, especially when it was noted that it was scaled on such comprehensive lines. Already sufficient contracts have been signed to make certain that the 1914 Exposition will be greater in every way than that of 1913.

It has been my aim and ambition from the time I took up the matter of advertising the great printing industry and its products to this country to develop something more than a printing machinery exposition. I want in addition a printing exposition—one which will show materials, processes and the latest in the completed product—an exposition to which the *buyers* of printing and lithographing will come each year, as well as the printers and publishers of the country.

The scope of the 1914 Exposition will therefore be greatly extended. The exhibition of printing will be complete and the showings will be displayed by printers and lithographers located in all sections of the country. At a cost which only covers my expense, provision has been made for printers and lithographers to show their product.

Awards of merit will be granted to those printing and lithographing establishments whose entries secure the favorable decision of a competent Jury of Awards. This Jury has been selected with great care and the members of it carry weight in the trade.

In this day of advertising these certificates of merit should be of immense value to the winners. The opportunity to attract *new customers* through the display of a house's printing is also apparent.

BESIDE THE SHOWING OF PRINTING AND LITHOGRAPHY, THERE WILL BE A LARGE SHOWING BY PAPER MANUFACTURERS AND DISTRIBUTORS OF THEIR LINES.

THE ADVERTISING CLUBS AND AGENCIES WILL ALSO BE INVITED TO PARTICIPATE IN THIS COMING AFFAIR.

Printers, and lithographers and paper manufacturers and distributors are now reserving spaces, the plan meeting with universal approval.

Information as to sizes of spaces, location and the cost can be secured by writing to the National Printing, Publishing, Lithographing, Paper Advertising and Allied Trades Exposition, Fifth Avenue Building, (B'way and 23d St.) New York City. Harry A. Cochrane, President. Tel. Gramercy 724.

Lithographing ◆ Paper ◆ Bookbinding

Hand-Composition ◆ Machine-Composition

Electrotyping ◆ Stereotyping ◆ Publishing

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Diagrams of Imposition

Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist
STATION X, - - - CHICAGO, ILL.

STEEL DIE EMBOSSING

Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.

AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

ART CALENDAR BACKS!
WALL POCKETS! ART BLOTTERS!
FANS! RULES! NOVELTIES!
PICTURE, PAPER & PRINTED SPECIALTIES!

Buy your wholesale supplies direct of the Manufacturers and Importers "First hands tipped to you for Everything in Advertising, Souvenir and Premium Goods." Free Buyers' Information Service. We will tell you where to obtain anything you are in need of in *your* field, or *ours*.

The Novelty News, 336 Quincy Street, Chicago

2. a year; 20 cents a copy; *No Free Samples.* Subscribe today and get 192-page book, "The Premium System of Forcing Sales: Its Principles, Laws and Uses" **FREE!**

"There is a tide in the affairs of men,
Which, taken at its flood, leads on to fortune;"

BUT—

Ye Gods! How a dilatory typesetter can upset a printers plans!

Are you handicapped in this way?

When a printer needs composition, he wants it at once, and he should be in a position to get it. We can give you a service when you want it. We are typesetters for some of the most successful printers in Chicago and are anxious to add you to our list. We cater to the wants of particular printers.

We have the necessary facilities and ability for prompt service—auto truck deliveries of the larger shipments; hourly messenger boy service for collecting copy, delivering small orders and proofs. Send us your work—it will pay you.

"M & L" Typesetting Co.

Telephone Lakeview 2515 4015 E. Ravenswood Park

MONOTYPE AND LINOTYPE
COMPOSITION AND MAKEUP

CHICAGO

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Treas

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

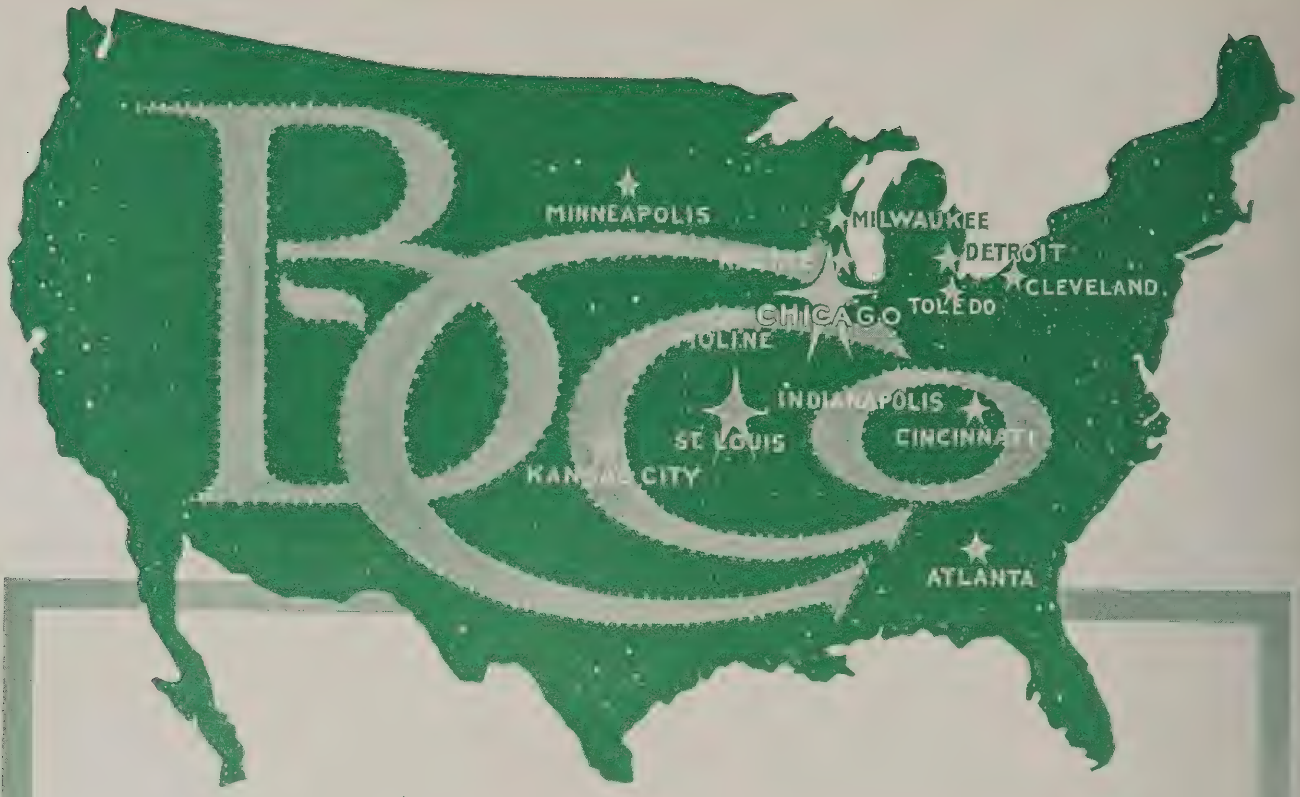
National Printer Journalist

December 1913

Volume Thirty-one, Number Twelve

4618 Ravenswood Ave., Chicago, Ill.

Successful System in Advertising Promotion—Effective Composition—Cost System and the Employe and Progress of Installation—Successful Newspaper Methods—Important Action of the United Typothetae and Ben Franklin Clubs of America Convention—Schools of Printing and Journalism—The Great National Editorial Association Convention at Houston, Texas, April 23 to 25, 1914.



Selling Engravings to the Nation

Because of the detail and the individual attention involved in the production of illustrations and engravings it was long supposed that no engraving concern could satisfy more than a local demand.

Back in 1902 ***Barnes-Crosby Company*** took the first step in shattering this fallacy by installing a branch office at Detroit. Since that time not a year has passed that has not seen a new B.-C. office established.

Today, with two immense manufacturing plants located in Chicago and St. Louis, eleven permanent branch offices and a force of traveling salesmen, Barnes-Crosby Company stands as the highest type of business organization.

Our experience in meeting the varying needs of so many customers is part of the intrinsic value you secure in dealing with us. The above map will help you to locate our nearest branch office.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists : Engravers : Catalog and Color Plate Makers

226 W. Madison St., Chicago 11th & Locust Sts., St. Louis

Branch Offices and Art Departments in Eleven Principal Cities

The Battle is on

Listen to this!

"How do you expect us to print with this axle grease?"

"That isn't axle grease. It is good printing ink made to print on ***printable*** paper.

(Notice the log. It represents anticipated profits.)

"The paper is all right. The trouble is you are trying to run the job too fast and your ink is poor. You should use special ink to meet the conditions, etc., etc."

(See the old man working. Soon he will be finished.)

You have heard of wrangles like this where the pressman, ink man, paper man and printing salesman blamed each other for something that went wrong, and all positive their argument was right. The disastrous part of it is that while this is going on, Father Time gets in his work; profit figured on the job vanishes, and the printer is very fortunate if he does not eventually have to dig down into his own jeans after the order is completed.

No printer ever foresees trouble on a printing order and puts in his figures accordingly. If he did, his competitors would send him floral donations. It takes greater ability to print on certain book papers, especially coated papers, than on other kinds, and just so it takes long years of experience and specialized study, say nothing of equipment and mill location, to produce book papers that are *right.*

Printers who are buying book papers of us have found that they have greater success with them than with others. The average quality of our product is more uniform. Our papers print better under average conditions and therefore are an important element in conducting a printing plant for profit.

Following is the list of "Butler Brands" of Book Papers:

COATED BOOK PAPERS

"Warren's" Cameo Plate Coated
"Warren's" Superfine Coated
"Warren's" Lustro Coated
Snowflake Enameled
"Warren's" Cumberland Coated
Litho. Coated
Coated Label
Duchess Colored Enameled

SUPER-CALENDERED BOOK PAPERS

"Warren's" Printone
Extra S. & S. C. Lithograph
Casco Plate Super
"Warren's" Cumberland S. & S. C.
"B. M." S. & S. C.
Bengal S. & S. C.
Colored S. & S. C.

MACHINE AND SPECIAL FINISH BOOK PAPERS

"Warren's" Artogravure
Dresden Pamphlet
Coventry Antique Finish Laid
Classic Egg Shell
Exmoor Laid
Star English Finish
"Warren's" Cumberland Machine Finish
Wawasa Machine Finish
Special Machine Finish
Novel Tint
Music

You have probably heard of most if not all of these papers, but have you ever printed on any of them? If not, you owe it to yourself to learn what the advantages are. The products of S. D. Warren & Co. are known throughout the bookpaper world for their intrinsic merit. They save time and expense in the press room because they are made to meet the average conditions in the average plant and they are ***printworthy*** if ever paper was.

Do yourself the favor of getting our samples and prices. Let us demonstrate that you will increase your profits and make stanch friends by using "Butler Brands."

DISTRIBUTORS OF "BUTLER BRANDS"

STANDARD PAPER CO.	Milwaukee, Wisconsin
MISSOURI-INTERSTATE PAPER CO.	Kansas City, Missouri
SOUTHWESTERN PAPER CO.	Dallas, Texas
SOUTHWESTERN PAPER CO.	Houston, Texas
PACIFIC COAST PAPER CO.	San Francisco, California
MISSISSIPPI VALLEY PAPER CO.	St. Louis, Missouri
SIERRA PAPER CO.	Los Angeles, California
COMMERCIAL PAPER CO.	New York City
CENTRAL MICHIGAN PAPER CO.	Grand Rapids, Michigan
MUTUAL PAPER CO.	Seattle, Washington
AMERICAN TYPE FOUNDERS CO.	Vancouver, B. C.
AMERICAN TYPE FOUNDERS CO.	Spokane, Washington
NATIONAL PAPER & TYPE CO. (Export Only)	New York City
NATIONAL PAPER & TYPE CO.	City of Mexico, Mexico
NATIONAL PAPER & TYPE CO.	City of Monterey, Mexico
NATIONAL PAPER & TYPE CO.	Havana, Cuba

J·W·BUTLER PAPER CO.
CHICAGO
BUTLER BRANDS PAPER THE BEST
ESTABLISHED 1844

HAMILTON COMPOSING-ROOM FURNITURE

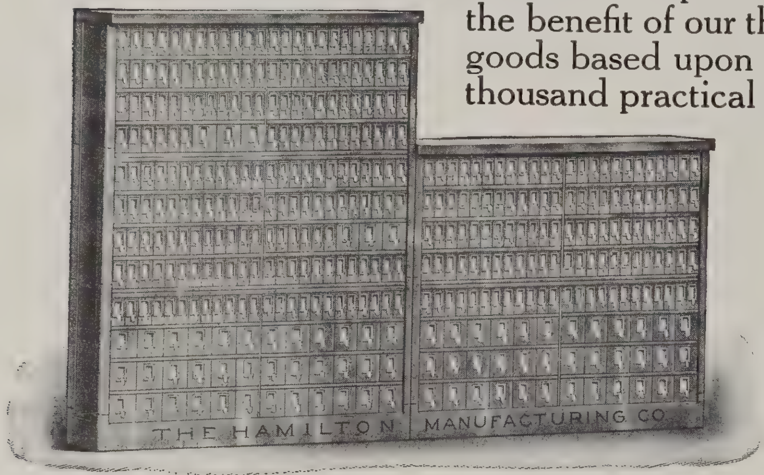
IN ALL STEEL OR WOOD CONSTRUCTION

Every printer knows that material is cheaper than labor. With material there is only the first cost involved; the labor cost is continuous. The successful printer is the one that not only knows this but is ready to put his knowledge to practical use.

We continually strive to reduce the cost of manufacture in our own plant and to design and produce furniture for printers that will reduce costs of printing through improved efficiency and a saving in floor space.

When the printer buys Hamilton furniture he gets the benefit of our thirty years' experience and a line of goods based upon the requirements of more than fifty thousand practical working printers. These goods are made of wood or pressed steel construction, whichever customer prefers.

Many of these improved efficiency articles of furniture for the editorial, composing and press room departments are being shown in our advertisements. Watch this space for more money-making ideas.



Hamilton Steel Unit Sort Cabinet No. 461

Send for new catalogue, showing new unit system for newspaper equipments in steel construction. This handsome catalogue has just come from the press.

This Cabinet provides a means for storing sorts in a convenient and systematic way. Additional units can be added from time to time as required. It is a durable, sanitary Cabinet occupying little space. It can be placed against a wall or arranged double-faced on the floor, with units placed back to back. The removable unit drawers are in two sizes, holding approximately 2 lbs. 10 oz. and 6 lbs. 3 oz. of type. Each fitted with a label-holder pull. Send for complete descriptive circular and ask the supply man for information.

This sectional Sort Cabinet can be supplied in wood on order.

RECENT INSTALLATIONS

Examiner, Los Angeles.— Steel composing-room outfit; four carloads. Sold through the American Type Founders Co., Los Angeles branch.

The *Herald,* Calgary, Alberta, Canada.— Composing-room outfit, wood and steel construction. Sold through Miller & Richard, Winnipeg.

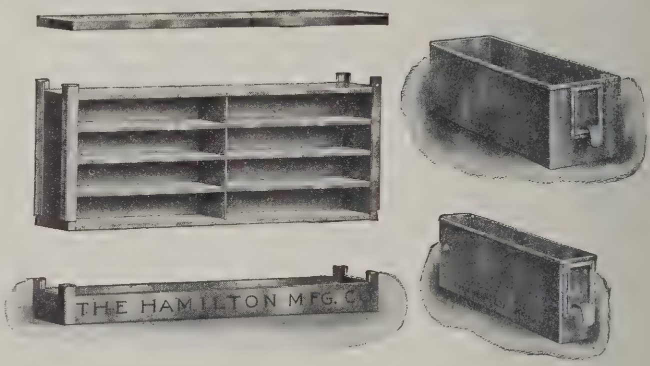
The *Times,* Asbury Park, N. J.— Steel composing-room outfit. Sold through the American Type Founders Co., New York city branch.

Public Ledger, Philadelphia, Pa.— Complete composing-room outfit; two carloads, wood construction. Sold through American Type Founders Co., Philadelphia branch.

Daily News, St. Paul, Minn.— Steel composing-room outfit. Sold through the C. I. Johnson Mfg. Co.

Daily News, Dayton, Ohio.— Steel composing-room outfit. Sold through American Type Founders Co., Cincinnati, Ohio.

Southam Press, Toronto, Ont., Canada.— Wood composing-room outfit. Sold through Toronto Type Foundry Co.



Sectional Parts of Unit Sort Cabinet No. 461

The above illustrations show the parts in all-steel construction. There are three cabinet units — the holding frame, cap and base, and two sort-drawer units — five parts in all, which, combined, make up the complete Cabinet as shown in the upper illustration on this page.

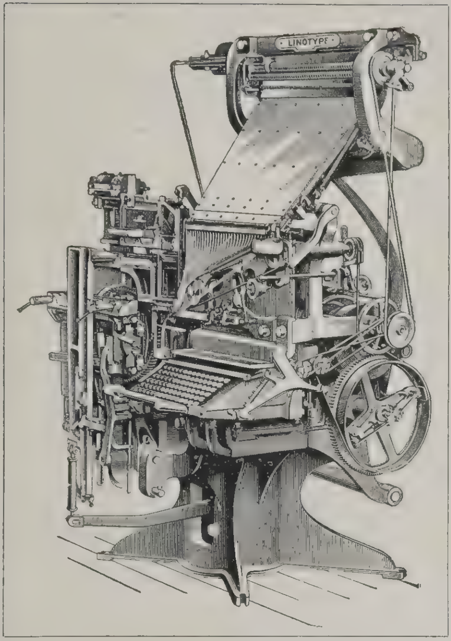
THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

HAMILTON GOODS ARE CARRIED IN STOCK AND SOLD BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

FOR THE SMALLER PUBLISHER



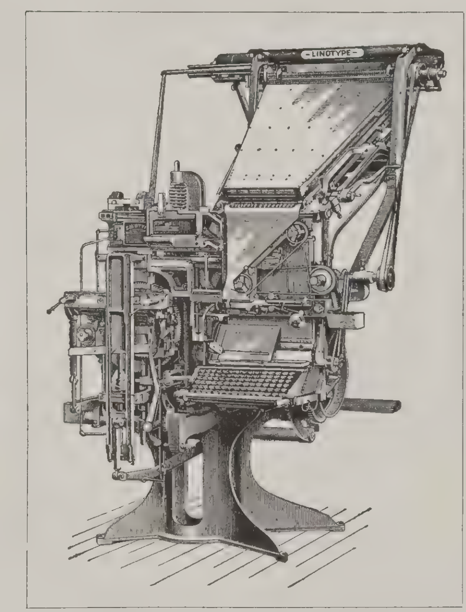
Model 15
Single Magazine Two-Letter
LINOTYPE

A Genuine Linotype
Not An Imitation

Price $1,750
Easy Terms of Payment

Model K
Two Magazine Two-Letter
LINOTYPE
Price $2,300
Easy Terms of Payment

Write to Nearest Agency for Descriptive Circulars



"THE LINOTYPE WAY IS THE ONLY WAY"

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods will be held strictly accountable in the courts

MERGENTHALER LINOTYPE COMPANY
Tribune Building, New York

CHICAGO
1100 S. Wabash Ave.

SAN FRANCISCO
638-646 Sacramento St.

NEW ORLEANS
549 Baronne St.

TORONTO: Canadian Linotype, Limited, 35 Lombard St.

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK: Mergenthaler Setzmaschinen-Fabrik, G.m.b.H., Berlin, Germany
BUENOS AIRES: Hoffman & Stocker
RIO JANEIRO: Emile Lambert
PORTO ALEGRE: (Brazil): Edwards, Cooper & Co.
SANTIAGO (Chile): Enrique Davis
MELBOURNE, SIDNEY, WELLINGTON, MEXICO CITY: Parsons Trading Company
BOGOTA: (Colombia): Manuel M. Escobar
TOKIO: Teijiro Kurosawa
SOUTHERN EUROPE, AFRICA, AND THE FAR EAST: Linotype and Machinery, Limited, London, England.

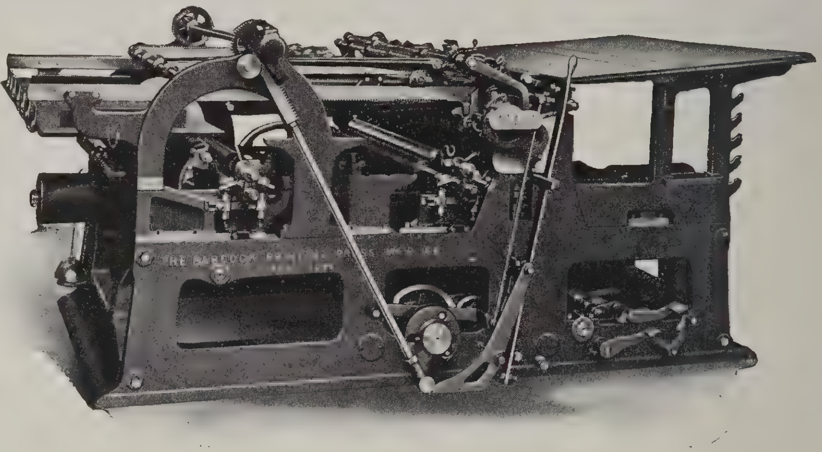
THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Winnipeg

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS KANSAS CITY OMAHA ST. PAUL SEATTLE DALLAS WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

Babcock's New Optimus

Latest Two-Revolution Pony a Marvel of Efficiency and Handiness



This is not the pony two-revolution you know; it is better than any you have heard of.

It is the biggest small machine offered today, and one year old—one year of all-around work in more than average pressrooms, where it has been busy.

The year's trial before marketing is always the Babcock way. We demand more than anybody from our machines.

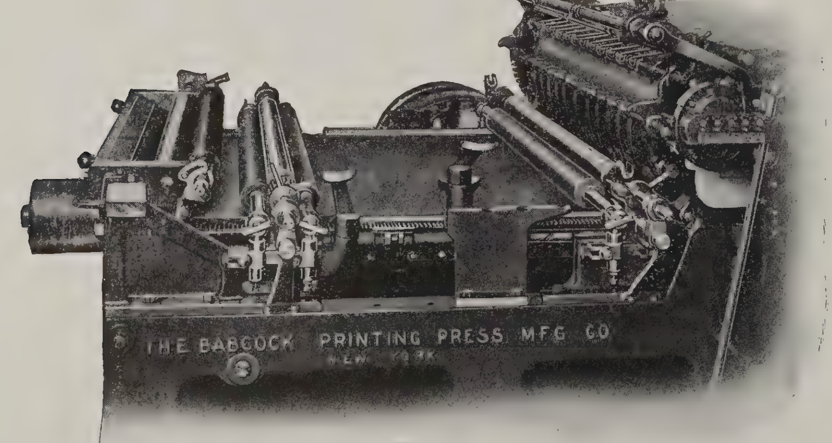
The year's test of this New Pony on all sorts of work determines that it can be sold and bought with confidence. It has proved entirely satisfactory to the users and ourselves.

Note well its size; its speed; the form it takes; the sheet it prints with half-inch margins. This sheet is standard for more work than any other. It will print the smallest form you care to give it, and deliver just as well as the largest.

We now offer the Babcock New No. 41 Optimus pony to printers with full assurance of their appreciation of its advantages. We have left nothing undone as far as our present knowledge has carried us to make this machine above criticism. It will add to our reputation as builders of exceptionally good presses.

Description of the New No. 41 Optimus Pony Two-Revolution Press

The Babcock New No. 41 Optimus is a two-roller press; bed 28x41; form 24x37; sheet 25x38; speed 2800. It is full size for its sheet, which it prints with half-inch margins. This is important; makes a small press as big as possible. Don't overlook a Babcock way that is rare in other presses, and will prove of the greatest advantage on the pinch form liable to come at any time.



Bed is strongly supported by four tracks—two long of our patented roller type, and two shorter patented wheel tracks, readily adjusted to take up wear.

There are no angle rollers. Table rollers are geared. All composition rollers are three-inch and interchangeable with each other; that is, the ductor is exactly the same as a form or table roller or rider, and either one of the latter can be used as a ductor at any time, working great economy and certainty in operation. All of this is entirely new on a two-roller pony, and is true of every Babcock press except the very smallest.

The ink feed is from fountain to steel vibrator. At this point the ductor roller becomes a distributor, and so acts half the time or until the ink, thoroughly worked between itself, the vibrator and two rollers, reaches the table well distributed. Vibrator is driven by a noiseless spiral device, the simplest for the purpose ever patented. Distribution never ceases while press is running. Fountain trips automatically when impression is tripped, a new feature in small presses. A composition rider roller is furnished for the form vibrator, increasing covering capacity. Altogether it is splendid distribution for a two-roller press.

A very notable improvement is in the delivery table supports, now formed to give ready access to fountain and table rollers, making handling and washing up easier than on any other machine.

The delivery is printed-side-up, particularly good and economical on pony work; saves time and stock; always ready for any size or thickness without adjustment. It is the only delivery handling tissue and thin papers at speed and without bother.

The bed motion is the improved Babcock ball and socket; counter-balanced shaft, and balls at rack ends. It's the best in the world.

Self-oiling boxes on all quick-moving or important journals.

Note that feeder stands on floor; no step to climb; a small big press, surprise in its capacity.

The No. 41 is furnished with complete equipment; there are no extras, unless slip-sheet board is ordered. It will be arranged for direct motor drive without cost if change is made at factory before shipping. A two-horsepower motor is needed; consumes one and a half horsepower in operation.

The New No. 41 Optimus is exceptionally strong, is fast and almost noiseless. It is perfection throughout, the latest and best small two-revolution pony machine for anything from a post card to a 25x38 sheet.

SECOND PATENT SUIT

LINOTYPE VS. INTERTYPE

We desire to announce that we have instituted a second action in the United States District Court for the Southern District of New York against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of the following United States Letters Patent:

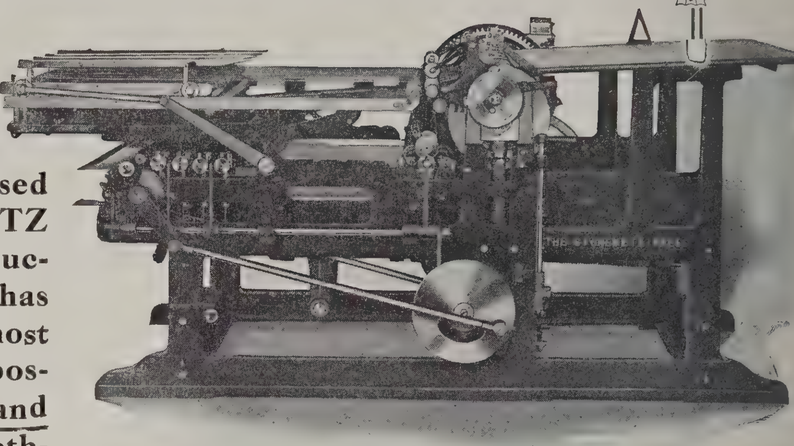
D. S. Kennedy,	No. 586,337	J. M. Cooney and H. L. Totten,	No. 759,501
J. R. Rogers,	" 619,441	R. M. Bedell,	" 787,821
J. R. Rogers,	" 630,112	P. T. Dodge,	" 797,412
D. A. Hensley,	" 643,289	D. S. Kennedy,	" 797,436
J. R. Rogers,	" 661,386	D. S. Kennedy,	" 824,659
C. Muehleisen,	" 718,781	M. W. Morehouse,	" 826,593
J. W. Champion,	" 719,436	T. S. Homans,	" 830,436
D. A. Poe and W. H. Scharf,	" 734,746	T. S. Homans,	" 837,226
J. L. Ebaugh,	" 739,591	R. M. Bedell,	" 848,338
P. T. Dodge,	" 739,996	T. S. Homans,	" 888,402
J. K. Van Valkenburg,	" 746,415	J. R. Rogers,	" 925,843
S. J. Briden,	" 757,648	H. Plaut,	" 955,681
W. H. Randall,	" 758,103		

We have recently announced a first action, now pending, brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

O. Mergenthaler, No. 614,229
O. Mergenthaler, No. 614,230
J. R. Rogers, Reissue, No. 13,489

MERGENTHALER LINOTYPE COMPANY
Tribune Building, New York.

Stonemetz
Two-Revolution



THE approval of every printer who investigates the STONEMETZ TWO-REVOLUTION is based on the fact that the STONEMETZ lacks nothing essential to the production of high grade work; that it has surplus strength to withstand the most severe impression strain; that it possesses the necessary registering and inking qualities; that it will run smoothly and noiselessly with a reserve of speed which places it far above the low price asked for it. It's the press that competition cannot touch in quality or price. Let us mail you full particulars—FREE for the asking.

The Challenge Machinery Co.
Grand Haven, Michigan
Salesroom and Warehouse, 124 South Fifth Avenue, Chicago

THE STONEMETZ is sold and guaranteed by Type Founders and Dealers in all principal cities.

PRACTICE ECONOMY

by using

JAENECKE'S MATCHLESS INKS

Standard for almost three quarters of a century

THE JAENECKE PRINTING INK CO.

NEWARK, N. J.

New York **Baltimore** **Chicago** **Detroit** **Philadelphia** **Pittsburg** **St Louis**

To the Publisher of the Small Daily or Weekly Paper

Is the lure of low price likely to influence your choice of a composing machine?

It shouldn't.

For economy, service and reliability on straight matter—news—ads and job work the line casting (slug) machine is a single feature machine that doesn't fit into the many sided requirements of your composing room.

It casts lines of type—that's all.

The small publisher not only wants but he must have versatility—a machine to handle news, ads, job work, quickly, economically and profitably.

He gets all these features in the Monotype and more —type and spacing material for the cases 5 point to 36 point, and, added to this, type foundry quality and printing that satisfies readers and advertisers.

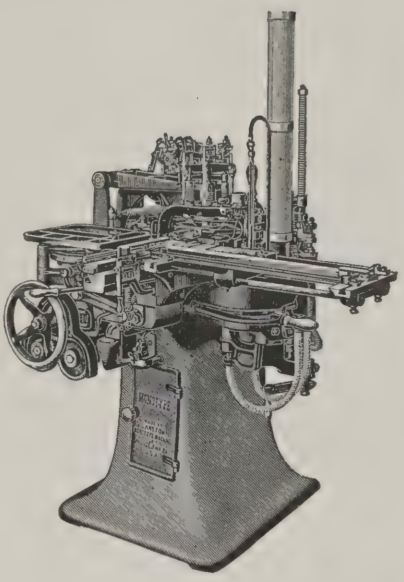
There is nothing to the short haul, narrow range disadvantages of the line caster for the small publisher.

He wants type, automatically set in justified lines, ready to use.

He wants type and spacing material for the cases.

He wants composing room service—machine composition and sufficient type (tools) to insure 100 per cent productive time from every composing room employe.

He wants the one-model Monotype—always the latest model—because it is economical, versatile and efficient.



Sets More Type and Casts More Type than any other composing machine or type caster.

Lanston Monotype Machine Company

Philadelphia

New York
World Building

Boston
Wentworth Building

Chicago
Rand-McNally Building

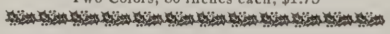
Toronto, Lumsden Building

Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey No. 55. Havana.

The HOUSE OF HANSEN

AN INDEPENDENT TYPE FOUNDRY ESTABLISHED 1872

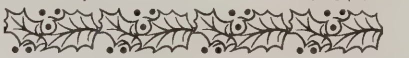
6-Pt. Holly Border One Color, 60 inches $1.75
Two Colors, 30 inches each, $1.75



12-Pt. Holly Border One Color, 54 inches $1.50
Two Colors, 27 inches each, $1.50

12-Pt. Holly Border No. 5 54 inches $1.50

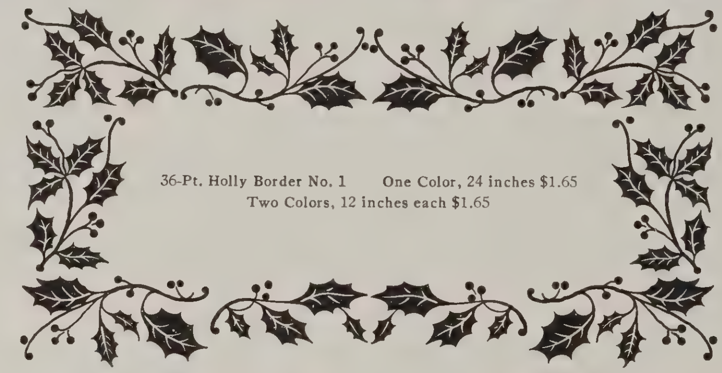
18-Pt. Holly Border No. 6 36 inches $1.30



18-Pt. Yuletide Border 36 inches $1.30

24-Pt. Yuletide Border 36 inches $1.65

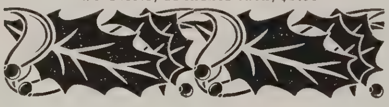
24-Pt. Holly Border No. 2 One Color, 36 inches $2.00
Two Colors, 18 inches each, $2.00



36-Pt. Holly Border No. 1 One Color, 24 inches $1.65
Two Colors, 12 inches each $1.65

36-Pt. Holly Border No. 3 One Color, 36 inches $2.50
Two Colors, 18 inches each. $2.50

36-Pt. Holly Border No. 4 One Color, 36 inches $2.50
Two Colors, 18 inches each, $2.50



72-Pt. Holly Wreath No. 1
One Color, 40c.
Two Colors, 80c.

72-Pt. Holly Wreath No. 2
One Color, 45c.
Two Colors. 90c.

48-Pt. Holly Wreath No. 3
One Color, 25c.
Two Colors, 50c.

The H. C. HANSEN TYPE FOUNDRY

TYPE, BORDERS, BRASS RULE, WOOD GOODS, MACHINERY AND SUPPLIES
190-192 CONGRESS ST., BOSTON 535 PEARL ST., NEW YORK

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PURITAN SERIES. GRAY TONE BRASS RULE

This Insert is Printed With

No. 1200 GOLD INK

It is a fair sample of the ink on a run of 10,000

DIAMOND
GOLD
INK
Ready
to
Mix

It works clean, prints well and is the best on the market

Price, $2.00 per Pound

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MADE FOR SPEED
BUT EQUALLY GOOD WHEN
SPEED IS NOT REQUIRED

THE QUEEN CITY PRINTING INK CO. CINCINNATI
SPEEDLIMIT
BLACK INK

GOOD HALFTONE INK
WHICH PERMITS OF
PRINTING, TURNING, BINDING
ALL SAME DAY

The Queen City Printing Ink Co.
CINCINNATI { CHICAGO DETROIT MINNEAPOLIS
BOSTON ROCHESTER DALLAS
PHILADELPHIA ST. PAUL KANSAS CITY

What Kind of Galleys Are You Using ?

The Best Ones? GOOD. They Are the Cheapest.

Original cost cuts small figure when buying to LAST. That's why our Superior All-Brass Galleys are universally popular. ¶ There are several kinds—each with its particular merits. ¶ The One-Piece Rim Galley is practically indestructible; nothing but determined and inexcusable abuse will warp or ruin it. The rim is a continuous strip of heavy flanged brass, absolutely secured so that it will hold fast at the corners. This Galley costs a little more than any other make. It's worth the price and more.

We also exclusively make
The Barnhart All-Brass Galley, patent corners. The Bruce Galley.
The Lincoln Galley. The Milholland Linotype Galley.
The Bruce Style Linotype Galley.
We make them all and we make them as well as it is possible to make Galleys.
How many and what style shall we send you?

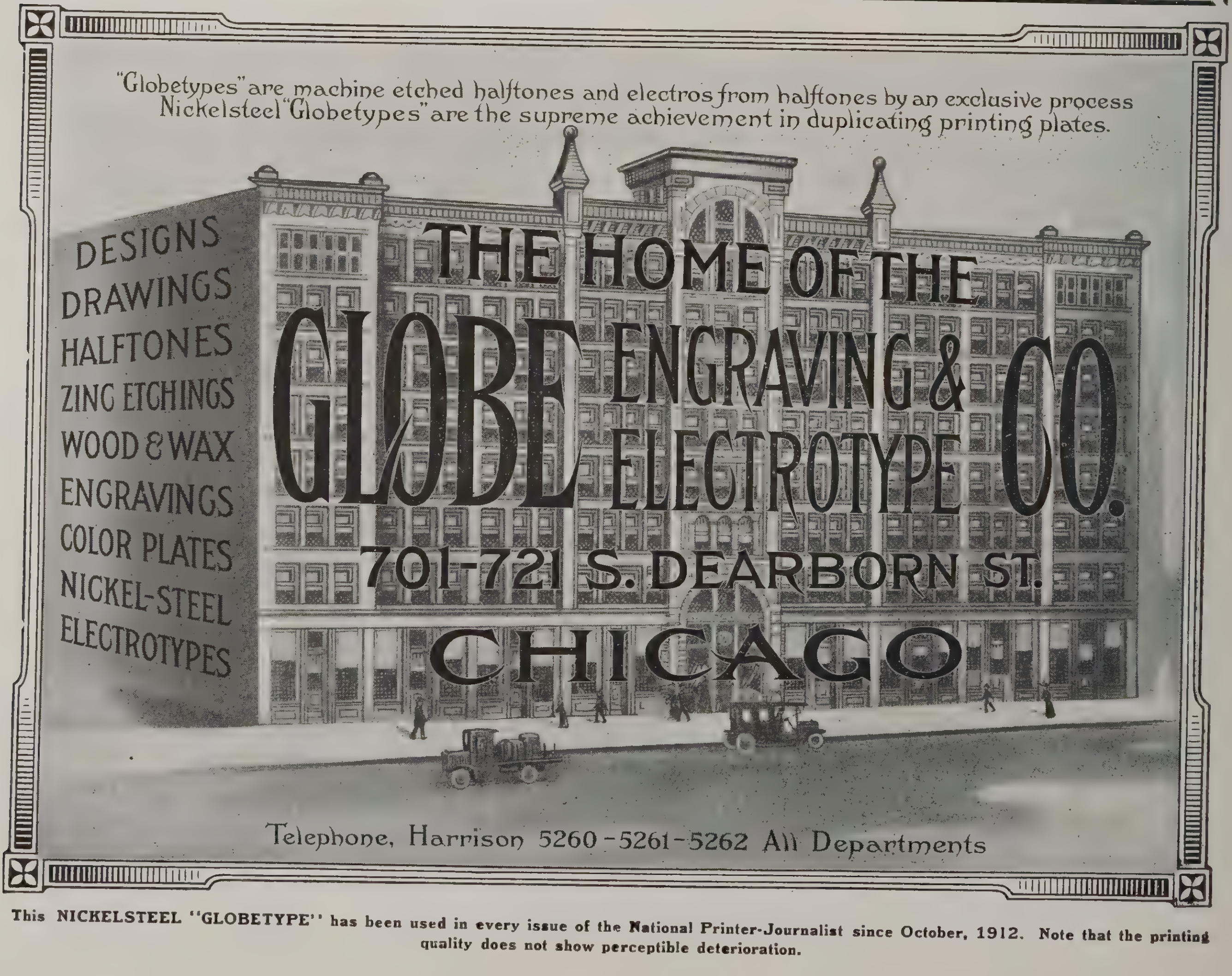
Yours truly,

BARNHART BROTHERS & SPINDLER
168-172 W. Monroe St.
Chicago

ST. LOUIS
KANSAS CITY
ST. PAUL
OMAHA

NEW YORK
WASHINGTON
SEATTLE
DALLAS

BARNHART BROTHERS & SPINDLER.
Gentlemen:—You may enter my order for .... Galleys to be shipped at once.
Sizes follow:
Single Column .... Job Size .... Job Size ....
Double Column .... Job Size ....
.... Proprietor.


"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.
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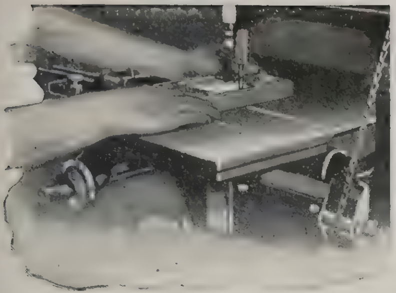
HALFTONES
ZINC ETCHINGS
WOOD & WAX ENGRAVINGS
COLOR PLATES
NICKEL-STEEL ELECTROTYPES
THE HOME OF THE
GLOBE ENGRAVING & ELECTROTYPE CO.
701-721 S. DEARBORN ST.
CHICAGO
Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been used in every issue of the National Printer-Journalist since October, 1912. Note that the printing quality does not show perceptible deterioration.



Drilling holes in the plate to admit the jig-saw preparatory to mortising.

By a simple change the jig-saw is thrown into operation and the mortise is sawed out.

Substituting a broach for the saw, the walls of the mortise are smoothed up and squared in the corners.

WANTED 20,000 PRINTERS---AD and JOB MEN

to mail a post card for a copy of "**Millerized**"—a handsome booklet illustrating the operation of the Miller Saw-Trimmer equipment. Write today

MILLER SAW-TRIMMER CO., POINT BUILDING PITTSBURGH, PA.

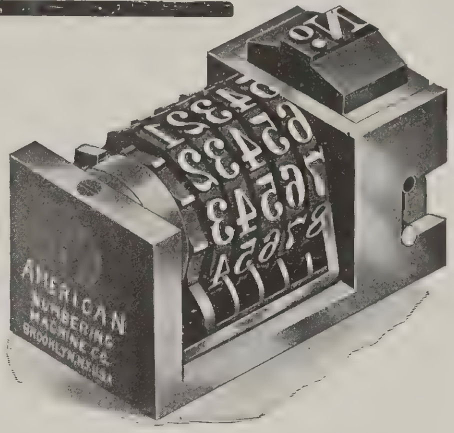
A PERFECT MACHINE of the very highest grade possible. Steel throughout. Every machine tested in a printing press and guaranteed accurate.

Price, 5 Wheels **5.00** Price: 6 Wheels **6.00**

For sale by dealers everywhere

AMERICAN NUMBERING MACHINE CO.

224 & 226 Shepherd Ave., Brooklyn, N.Y. 119 West Madison St., Chicago, Ill.
2 Cooper Street, Manchester, England



AMERICAN MODEL 30

The Boston Wire Stitchers

EXTRA profits make their appearance with the installation of Boston Wire Stitchers. This has been demonstrated repeatedly in binderies in all parts of the country. Bostons are simple—the operator cares for them; Bostons are rapid—yielding increased product; Bostons are durable—running for many years with slight maintenance expense. The prudent printer or binder will always select Boston Wire Stitchers

FULL DETAILS REGARDING THE BOSTON WIRE STITCHERS WILL BE SENT UPON REQUEST

American Type Founders Co. GENERAL SELLING AGENT

Set in Packard Floral Decorators

We Have a Large Circle

of friends and customers among the printers. We want to *include you* within this circle. If you buy Art Work, Engravings or Publicity Writing Service,

LET US BE YOUR MENTOR
We are not your competitor

We can give you the benefit of the co-operation of a large and complete organization.

THE HOUSE OF MANZ

has been established for more than half a century.

We are producers in the

Arts and Crafts of Direct Publicity

Our Art Work, comprises Pen and Ink or Wash Drawings for catalogues, calendars, covers, magazines and all advertising designs. Mechanical Drawings from blue prints or pencil sketches. Bird's-eye Views. Retouching of Photographs.

Our Engraving Work, includes Halftone, Zinc Etchings, Color Work in two, three or more colors. Manz Natural Color Work, Electrotyping and Manz Steel Lead Mold Electrotypes.

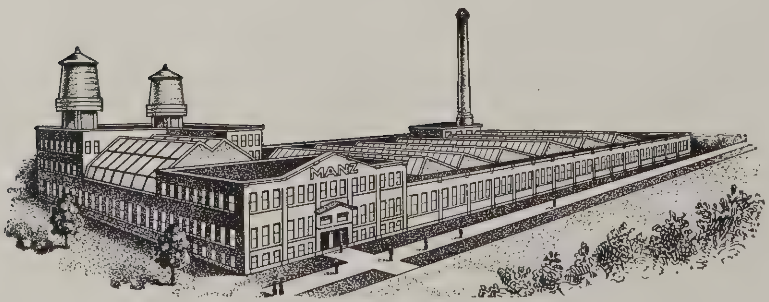
Our Publicity Service Department

contemplates the editing or planning and writing your copy, when desired.

SUBMIT US YOUR PROBLEM

Manz Engraving Co.

Sales office: 22 W. Monroe Street
Plant: 4001-43 Ravenswood Avenue
CHICAGO



Franklin Gothic Italic (Non-Kerning)

FIRST SHOWING OF THIS NEW FACE

72 Point 3 A $8 15 4 a $5 60 $13 75

RICH Knights

60 Point 3 A $7 15 4 a $4 60 $11 75

Elegant DESIGN

48 Point 4 A $4 40 5 a $3 25 $7 65

NUMBERS Captured

42 Point 4 A $3 30 6 a $3 10 $6 40

Improved CONDITIONS

36 Point 5 A $2 75 7 a $2 50 $5 25

BIRD HUNTER
Studying Ruler

30 Point 5 A $2 25 8 a $2 10 $4 35

MUCH REQUIRED
Landscape Bought

24 Point 6 A $1 85 9 a $1 65 $3 50

MAKING PROGRAMS
Rehearsing Audiences

18 Point 8 A $1 55 14 a $1 70 $3 25

FRANKLIN GOTHIC ITALIC
Bright American Conception

14 Point 11 A $1 40 21 a $1 60 $3 00

MERITORIOUS REMARKS
Strong Advertising Display

12 Point 14 A $1 30 27 a $1 45 $2 75

MODERNIZED DESIGN SOUGHT
Non-kerning italic letters always give good results $1234567890

10 Point 15 A $1 15 30 a $1 35 $2 50

PROPOSING INGENIOUS METHODS
Much time and money saved through the adoption of an efficiency system

8 Point 18 A $1 05 36 a $1 20 $2 25

ADVERTISING BRINGS HUGE PROFITS HOME
Legitimate advertising method secured through the practical knowledge of American type faces

6 Point 19 A $0 95 39 a $1 05 $2 00

MODERN AMERICAN DESIGNS A GOOD INVESTMENT
Use the latest American line type faces and watch your business and profits build up accordingly $1234567890

5 Point 19 A $0 95 38 a $1 05 $2 00

PLEASING EFFECTS PRODUCED WITH AMERICAN TYPE FACES
Advertising of the very highest standard can be readily produced by printers and advertising men through the careful selection of type

American Type Founders Company

ORIGINATOR OF THE MOST POPULAR TYPE FASHIONS

Want to Make Money?

Then use money making equipment—equipment that eliminates waste at every turn—that cuts out all unnecessary labor—that not only makes it possible, but *easy* to turn out more and better work—equipment that reduces your costs to the lowest possible point and that extracts *all* the profit—the very last penny—out of your work. The best and surest way to do this is to

Use

Rouse Time Savers

for Printers

Lead and Rule Cutters
Line-Slug Cutter
Universal Blocks
Register Quoins
Graduated Galleys
Newspaper Bases
Lund Extension Delivery
Mitering Machine
Rouse Job Sticks
Register Hooks
Iron Bases
Form Trucks
Composing Rules
Telescopic Line Gauge

Each the Best of Its Kind

H. B. Rouse & Company

Chicago, U. S. A.

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

HIGH GRADE

PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

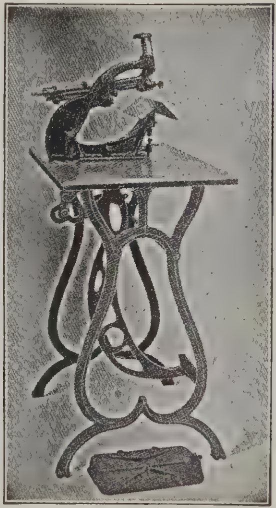
FRED'K H. LEVEY, President
CHAS. E. NEWTON, Vice-President
CHAS. BISPHAM LEVEY, Treasurer
WM. S. BATE, Secretary

NEW YORK, 59 Beekman St.
SAN FRANCISCO, 653 Battery St.
CHICAGO, 505-7-9 S. LaSalle St.
SEATTLE, 411 Occidental Ave

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6



PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers. Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN N. J.
Progress Typewriter Supply Co., Ltd., London, England, European Agents.

Something Attractive in Connection With

PRINTING INKS

We will exhibit our various lines of PRINTING INKS at the National Printing, Lithographing and Advertising Exposition, to be held in New York, April 18th to 25th, 1914. One of the new and attractive features of this immense and interesting enterprise will be the exhibition of fine printing for which certificates of merit will be awarded. We purpose enlarging on this feature by presenting $450.00 in cash to the successful printers who enter a contest which we have arranged under the following terms:

For the best example of Black halftone we offer $100.00 cash
For the second, $75.00 cash
For the third, $50.00 cash

Also for the best example of four color process printing we offer $100.00 cash
For the second, $75.00 cash
For the third, $50.00 cash

These amounts to be equally divided between the firm and the pressman.

A quantity of ink sufficient to furnish us with the required number of copies will be supplied without charge, upon application to our nearest branch house or our traveling representatives.

The sheets submitted must be unbound and not smaller than 19x25. At least twelve copies must reach us not later than March 31st, 1914.

The following well known New York authorities have consented to act as judges: Mr. Charles Francis of the Charles Francis Press, Mr. J. W. Bothwell of Theo. L. DeVinne Co., and Mr. John Clyde Oswald of the American Printer. These gentlemen are not connected in any way with our Company, and their decision shall be final. We also offer certificates of merit as they may be awarded by the judges.

Only one example of either Black or Colors, may be submitted by any firm and each specimen must be marked with name and address of firm and pressman, together with number or name of ink used. This competition is limited to printers of the United States and Canada.

CHAS. ENEU Johnson AND COMPANY

Tenth St. at Lombard
Philadelphia, Pa.

DO ALL THE PRINTING OF YOUR TOWN

The printer in the Smaller Cities often stands aghast at the quantity of work that is leaving his city, eaten up by first one "specialty" printer and then another from the larger cities, and wonders where it is all going to stop, and what printing will be really left for him to do.

The banks buy of a "specialty" printer, the grocer buys weird systems of duplicating slips, the hotel man secures his stationery from a "hotel printer," the moving picture show gets syndicated advertising matter, and there positively seems no end.

Is it any wonder that the printer feels like cussing, or pulling up "stakes" or going into a specialty himself, and thus adding one more to the already overcrowded field of "specialists?',

There is an opportunity for him right in his own field, to grasp every job of printing in his own territory, and add immensely to his own profits, and still not become a mere specialty printer.

This cannot be done if he will hang to the old style hand-fed job presses and all their limitations. Yet, to put in all the various classes of special machinery to handle all the different kinds of work would be financially impossible.

Not alone in the so-called small printing, does the printer in the Inland City bump up against it, but in much of the larger work. Nearly every city of 5,000 inhabitants or over has either a school, college, factory or some special industry, or perhaps several, that require various kinds of printing, but not enough to warrant an outlay for a big printing plant to take care of it and most of their work comes in at only certain periods of the year, and then for the rest of the year the plant would remain practically idle.

Such is the condition confronting thousands of printers throughout the country, and they do not like to sit idly by and see a stream of work leaving their city, yet seem hopeless of stemming the tide.

There is now a chance to keep this work at home where it belongs, a chance to enter upon the ground with an even break with the other fellow, and perhaps even "beat him to it."

The printer in the Inland town is on the ground, he does not have to employ high salaried salesmen with large expense accounts, or conduct a mail selling campaign where the postage alone eats up a lot of money. He is right there without a bit of this "selling" expense, and with but the facilities to turn out the work, he would be given the preference.

And right there is the rub.

The printer has the type, the imposing stones, the paper, the cutter, and all the rest, but he lacks the one essential—the presses to handle the work.

With his old-style hand-fed job presses he knows he cannot compete, and imagines that each "specialty" printer has some weird machine which turns out the work impossible to do on the old presses he has.

And he is right—but there has entered the field a press built on the most modern lines, with a simplicity and capability of handling a large variety of work at a big profit.

The STANDARD HIGH SPEED AUTOMATIC JOB PRESS has a range in the Commercial Job Printing line far beyond that dreamed of before, and each day something is being done on the Press at a greater profit, that has been thought almost impossible.

We have established a service department designed especially to take up with the printer in the Inland City, the question of properly handling at a profit the various classes of work that he feels he cannot do, or that the specialty printer is depriving him of.

This is a splendid opportunity for you to secure all the work of your city, hold it right there, and make a big profit on every bit of it.

Write to our service department at once, send samples of your work, with quantities, and if possible prices, and we will be glad to take up each item with you, and assist you in every way.

Wood & Nathan Company

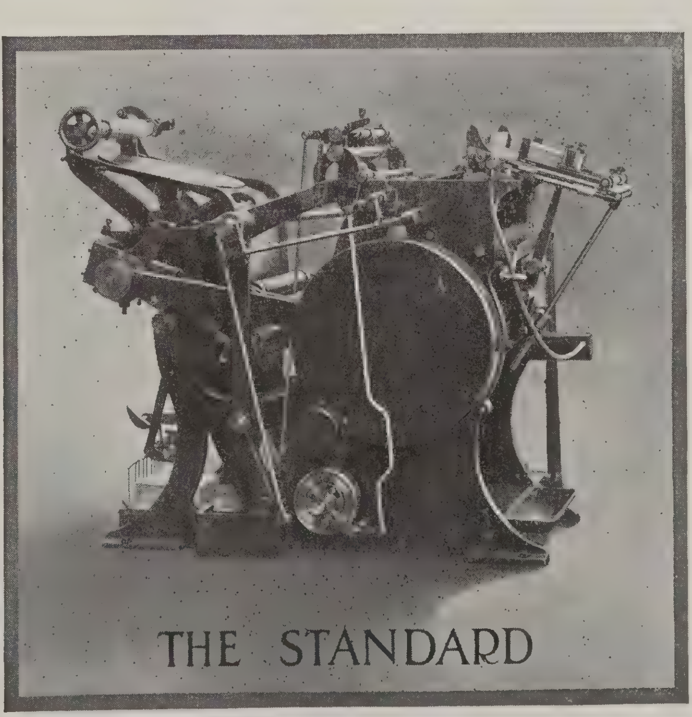
Sole Selling Agent

Standard

HIGH SPEED AUTOMATIC

JOB PRESS

1 Madison Ave., New York City

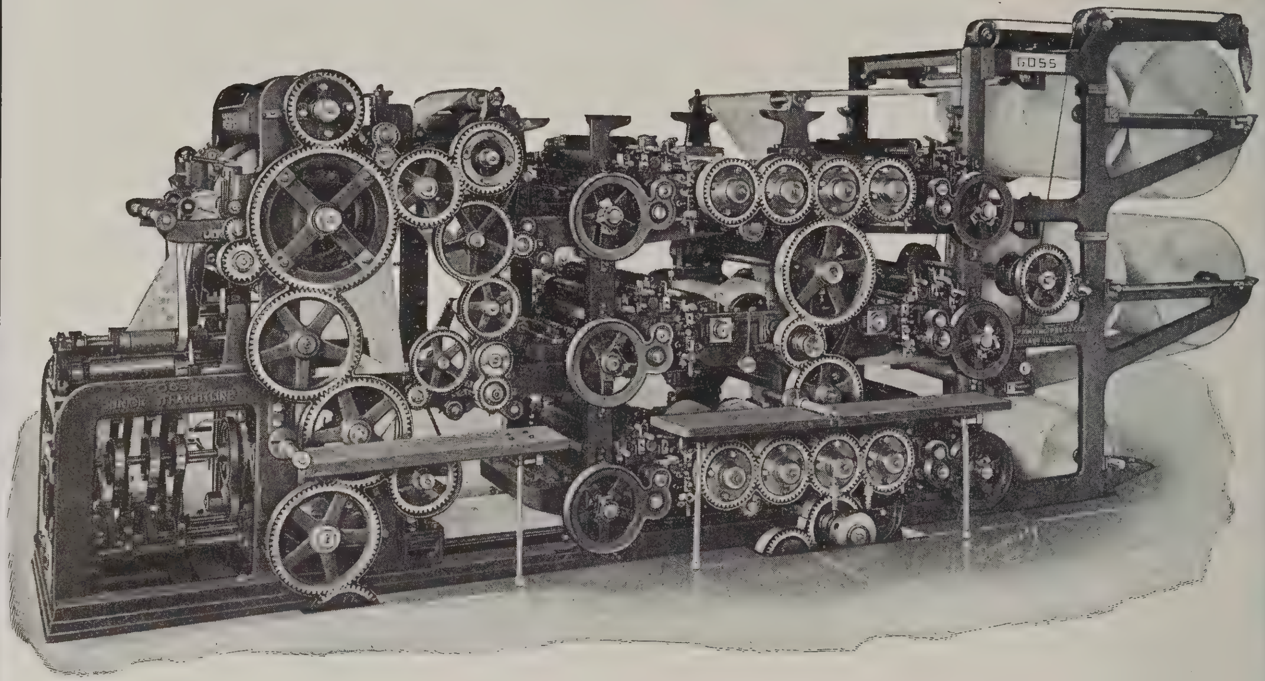


SOMETHING ENTIRELY NEW

THE

GOSS Junior Straightline

Built on Our Regular Straightline Design



Built 2, 3, 4-deck high, or in tandem, according to space or selection, producing 4, 6, 8, 10, 12, 14, 16 pages in book form, printing seven columns wide by length of columns from 20 in. to 22 in. All plates cast from our standard stereotype machines (no boring of plates required). Can be arranged to print from one to three extra colors. Additional decks or sections can be added at any time in the future. Can be made to deliver products either one-half or one-quarter page size. Best workmanship and material used in its construction. Ask for further particulars.

Manufactured by

Goss Printing Press Co.

Sixteenth Street and Ashland Avenue
Chicago, Illinois

NEW YORK OFFICE: No. One Madison Avenue, Metropolitan Building

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES
Volume Thirty-One Chicago, December, 1913 Number Twelve

Church Advertising—Follow-Up and Card System

"A Success Talk" Good for Newspapers and Printers

NEWSPAPER makers, printers and ministers have not borne very good reputations as business men. Editors have busied themselves with looking after community and governmental affairs and the politics of municipality, county, state and nation — about gathering, giving and interpreting the news and helping to form or crystallize public opinion. They have rejoiced in, and improved the opportunities for expression, not through deeds, but through discourses on the printed pages.

Printers have gloried in "the art preservative of all arts" and the opportunities to serve all departments of business. Ministers have gloried in their pulpit efforts and in preparations therefor.

These several things are all worthy, necessary and to be glorified, and in no way to be neglected or subordinated. However, these cover only the side of production and to get any results there must be salesmanship and, in these callings, it has been found necessary to combine salesmanship with production. It might be better if it were possible to separate production and merchandising.

However, under existing conditions most editors, printers and even preachers are compelled to be business men as well as producers. They must see to it that the business ends are looked after. Among other things they must look out for patrons or customers. Even the minister can not do much, be his sermons ever so practical and eloquent, if he has not satisfied hearers, and these must pay the expenses of the church. The minister must have material support, must be paid just as must the editor or printer be paid. All the expenses of the maintenance of the church must be met just the same as the overhead expenses of a newspaper or printing office, rent, light, heat, etc., must be paid. There must be salesmanship at a profit above expense.

While it may seem out of the ordinary for churches to advertise and work for supporters or customers, in systematic business way, it is just as essential for churches as for newspapers and printing offices and there must be systematic effort or good business methods.

These thoughts have been suggested by an article recently reprinted in the Springfield, Mass., Union, from the Washington Herald, as to the advertising and business methods of a minister — methods that newspaper makers and printers would do well to study and adopt, while at the same time cultivating churches as legitimate customers, as advertisers and users of printed matter. The right kind of advertising and printing can be made just as profitable to the churches as the same can be made to newspapers, printers, business men and manufacturers and for which they should pay just the same and just as legitimately as do others, and just as they pay for buildings, light, heat, furnishings, hymn books, janitor services and salaries of pastors, musicians or other employes.

The following is part of the article from the Springfield Union with the title:

SUCCESS TALK

Parson Uses Business Methods — Advertising Builds Up Church

Whatever helps you in your work belongs to you, and should be adopted by you, no matter what the traditions of your calling or business may be. Such is the motto of Rev. Christian F. Reisner, pastor of Grace Methodist Episcopal Church, New York.

"I have learned many lessons from the business world that I have used advantageously in my church work," said Dr. Reisner.

"It pays to advertise in the business world. I learned that lesson from the way I saw merchants making a big success from advertising in the newspapers. I observed their methods closely and I figured out that newspaper advertising that was such a success for the business man would be as great a success for the minister.

"I found that this method succeeded, and I looked around for other things in the business world I could adopt. I found the card index system used extensively, and discovered I could use that system in widening my church work. I have as large a card index and follow-up system as the average merchant, and I am getting results with it.

"What I want to do is to get the people to come to church. My card index system is used for this purpose. I find out the names of people who move within the bounds of my church, or who can come to my church, and then I find where they are from and what they are interested in.

"In New York there are people from all sections of the country. They are constantly coming and going. I have people from every State in the Union among the members of my church. When a stranger moves to New York, say from Texas, I find out all I can from him by a personal call, tell about the church and invite him to attend. I do not stop there, but ask some of my congregation from the state of the stranger to call on him and extend a friendly hand.

"I keep a record of all calls made by myself and by my parishioners, and by this method I know just where the work with the stranger within our gates is by referring to my index. Then I have follow-up calls, just as a business man has.

"I found that from the unusualness of the stunt the advertising of a church on a billboard would attract people to my church. I have had billboards advertising the advantages and services of my church along Riverside Drive for the last three years.

"In the church itself I have made changes. I think I am the first minister in New York to employ a brass band for the Sunday evening services. That was a novel stunt to New Yorkers, and the church was crowded.

"The motion picture films are one of the greatest attractions of the age. I found I could use them to advantage in getting a large audience for my Sunday night talks.

"Always and ever I let people know they are listening to God's word and that it is a church they are in. This is just what the shrewd business man does; he concentrates on getting people interested in his work or his article, and then concentrates further to have them see that it is to their advantage to buy from him or engage him. That is all I am doing. I get people to come and listen to me by methods a little out of the ordinary, and then I make them realize the Gospel is the greatest thing in the world for their comfort and guidance."

Dr. Riesner began his work of advertising and using unusual methods in Denver. His work there was so successful that he was called to New York. Since he took charge a few years ago the church attendance has jumped so much that he now preaches to capacity audiences both winter and summer, and the membership of his congregation has grown several hundred per cent.— Washington Herald.

How many newspapers or printing offices advertise as they ought, or as they might advertise with comparatively small expense? How many have a card index of customers or possible customers kept up-to-date with a record of all calls made and remarks as to conditions, necessities, or prospects? How many see to it that every new resident coming into the community, is visited, and a kindly, helpful welcome given, while the merits of the paper or the printing office are made known?

The Brooklyn Eagle, as we have had occasion to state, has such a system. We would like to know how many of our readers maintain such a system. We would like to know for the benefit of other readers and will gladly publish all facts in this regard and make our pages a clearing house for such systematic methods for the benefit of all, believing that each would receive in return very much more than any one would be able to give. How many editors or publishers are constantly on the watch, to make their papers interesting and attractive and attention-commanding by the introduction of new and striking features and the keeping up every department, so as to be useful, entertaining and satisfying to all?

There is opportunity before every newspaper publisher or printer to keep up to the fullest capacity as to advertising columns and as to work. It is known that many churches are comparatively empty or not filled to half capacity. The same is true as to many newspapers and printing offices. Here is where is found a great loss and added cost. Work equal to capacity or equipment is the only way to success.

* * *

JOURNALISM, PRESENT AND PROSPECTIVE

As the newpaper occupies a position of incalculable influence by its close and intimate and universal relation to all the people in their homes and in their business, social and political lives, as a purveyor of information, if not as a counselor and guide — in a measure directing if not forming opinions touching all their interests, their institutions, industries, their education and their very morals, their good deeds, their offenses and their crimes and even their religions or irreligions — it is right and patriotic that its condition should be discussed, not alone by the members of the calling and by the journals devoted to its upbuilding, but by all the people as well as by the great periodicals and magazines that seek to consider and treat, from a higher and more scientific basis, all social agencies and economics or other questions that touch human life, government or society. The newspaper should certainly be given broad and intelligent consideration.

The Nation, of New York City, is to be commended on a recent candid article entitled "Changing Journalism," based on an address by Robert Donald, President of the British Institute of Journalism, in a recent annual conference of that organization, in which he said, as quoted by the Nation:

From the point of view of the reading public, the newer journalism is preferable to the old. There has, on the whole, been a general improvement in the daily press in the last twenty years — an all-round speeding up. Newspapers of all classes are better written, more readable, more entertaining, and more attractive than ever they were, and are quite as well informed. Even the greatest of them all, the Times, has been touched with the spirit of modern enterprise at every point, and never reached a higher level of journalistic excellence.

The Nation says, giving further views, quoting from The Chicago Inter Ocean and adding its own comment:

Himself managing editor of the Daily Chronicle, he speaks with the intimate knowledge of the working journalist, and sketches with vivid pen the many startling changes in the British press. But if he records what he chiefly and sanguinely regards as progress, he also admits the growth of far-reaching changes of a less desirable kind, akin to those that have taken place in journalism on this side of the water. He does not, for instance, deny that commercialization has gone on apace. The "proprietorial system" has almost disappeared, the corporation having taken the place of the individual owner, to the extent that nine-tenths of the leading daily newspapers "belong to limited companies"; twelve such, listed on the Stock Exchange, figure in its daily quotations. Naturally, he finds that under this corporate ownership "the main concern of shareholders, who are investors and not journalists, is their dividends, and dividends must be earned, even if principle has to suffer in the process."

Side by side with this development has come a distinct check to the increase of the number of newspapers in England. That increase has been only 6 per cent in the morning and evening field for the past twenty years, in which the population has grown 24 per cent, and the reading public at an even faster rate. The explanation of this is not far to seek. It costs large sums nowadays to found newspapers, and the aggressive reaching out into the provinces of the London dailies makes the lot of the small-town newspaper less and less secure and inviting. This competition is accentuated by the simultaneous publication of several newspapers in two centers. If this has stimulated the provincial press to greater efforts, it has damaged the advertising of the press as a whole, the advertiser feeling that the newspapers of great metropolitan and provincial circulation fill all his needs. The more or less sensational methods of the successful London halfpenny papers "make it impossible," Mr. Donald declares, "for papers run on old-fashioned lines to survive." He is sure that the immediate future will see this fierce competition intensified, and more and more of the old-fashioned kind of journals go to the wall. It is the day of the newspaper with tremendous means for special trains, motor car delivery services, publicity campaigns, and endless billboard and poster advertising, and Mr. Donald prophesies that twenty years hence an English newspaper which has not at least a half-million readers "will not be seriously considered as an organ of the people."

The political and social power of these journalistic Dreadnoughts will not be any less, Mr. Donald feels; and then, to console the small journalist who may see himself finally put out of business by the coming use of the aeroplane, airship, "motorplanes running on special tracks," the merging of morning and evening newspapers, with hourly editions by day or by night, which our authority foresees, he adds that there will be a revival of the purely local country newspapers, "much improved in form and style." But all newspapers, it appears, will have to fear not so much competition from one another as from new methods of delivering news by cinematograph, telephone, or phonograph. This is indubitably looking a little far into the future. But what we do not get from Mr. Donald is some assurance that under the wonderful new conditions the character of newspapers will continue as high and their sense of respectability to the public as keen. That is the question which deeply concerns everybody.

We wish the omen were more favorable on this side of the water, or at least clearer. Our worst specimens of the yellow type combine all the bad features of unscrupulous, irresponsible proprietorship and of corporation management. The only thing certain is that the day of the old-fashioned type of newspaper is rendered more difficult by the journal which is the counterpart of the British half-penny shrieker. There is striking proof of this in a remarkable editorial article that has just appeared in the Chicago Inter Ocean, which that veteran journalist, Mr. H. H. Kohlsaat, purchased about a year ago. He declares that "from being the purveyors of news and opinions in due perspective for the public, the daily and periodical press have become very largely the muckrakers of the universe, the distorters of facts, and the debauchers of thought for the masses, in whom eventually abides the fate of the republic." In his crusade to combat this he has been producing in the Inter Ocean a newspaper according to the ideals of St. Paul in his epistle to the Philippians. He has made gratifying progress, but here is the warning which is the real keynote of the editorial:

"So long as its present editor retains control of the Inter Ocean it will continue faithful to Chicago, true to the higher traditions of journalism, alert and fair in printing the decent news of each day, sane and fearless in discussing the questions of the hour as they arise. But if the business men of Chicago, who have more at stake than the Inter Ocean, fail to accord it steady and generous support, the temptation to stand from under may prove irresistible. And then journalism of the 'itching palm and wanton eyes' will have its way."

It is the problem of every sane journalist which Mr. Kohlsaat confronts, but it is still more the problem of the intelligent public. Over decent and indecent journalism alike the public has the power of life and death. The question is simply how far it will utilize this power — whether it will guide towards good ends the rapidly changing currents of journalistic activity, or let them be directed solely by the will-o'-the-wisp of individual or corporation gain.

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PHILOSOPHIC AND PRACTICAL ADVERTISING VIEWS FROM YANKEELAND

"The Come Nigh Look" — "Attention, Interest, Desire, Action"

Hartford, Connecticut, has a Charter Oak Ad Club that lives up to its name — significant of loyalty to right and devotion to high principles. At a meeting and banquet of the club on October 23, President Arthur J. Birdseye alluded, with good reason, to the great speaking talent assembled and referred to the declaration of splendid principles promulgated at the recent Baltimore convention of advertising clubs.

He spoke of the opportunities offered by the club for the education and advancement of all who either buy or sell advertising. Courses of instruction are open to the members on any phase of the subject of advertising or salesmanship, and this club is now considering plans for the coming year that will be of practical benefit to every member. Elbert Hubbard has said, "We never know anything for sure until we have told it to someone else, and whatever we know of value that is of value to ourselves is of no particular advantage to us unless we can share it with others." I can recall but two things that are really worth while that it pays to keep to ourselves or to enjoy alone, and these are 'our best girl' and 'the morning plunge or shower.'"

"Salesmanship has been defined as that character of personality in a man which enables its possessor to attract others and inspire their confidence. Advertising is but a department of salesmanship, and probably the most important one, for it requires greater skill in the use of language to inject one's personality into cold type than to exercise it upon a customer by personal contact, especially when the salesman has been unusually endowed by nature. Speaking of personality in salesmanship, I am reminded of the two women who met after years of separation, and one said to her old friend, 'Jane, how is it that when you and I were young my father was well-to-do, was able to give me every advantage of education, fine clothes, society, etc., and I was thought to be specially attractive in face and form; while on the other hand your father was poor, you were unable to enjoy any of the advantages of education, society, etc., you dressed plainly and was thought to be plain in appearance, yet you are married, and happily, with a nice family, and I still an old maid?' Her friend replied, 'Mary, it is not in the fine clothes, the handsome face, the advantages of society, etc.' And Mary asked, 'What is it?' Jane, turning to her, said, 'Mary, you must have that "come nigh" look in your eye.' Now to have that 'come nigh' look in your eye on an advertising page is no boy's job. However, one can cultivate almost anything, even though his eyes are like burnt holes in a blanket, and it often occurs that the man without the 'come nigh' look in his face has it in heart and brain and may be better fitted to put his personality in type than the other man into his presence.

"We have with us tonight a man who not only has the 'come nigh' look in his eye, but in heart and brain, and we are most fortunate in having for our first meeting since we have completed the organization of our club a galaxy of talent which our entertainment committee may find it hard to equal in the future. We have gone to the fountain head of psychological advertising and invited the man to speak to us whose degree in Columbia University was won on his thesis, 'The Relative Merit of Advertisements,' and this is the first thesis ever written on advertising. He is a student and teacher of psychology, and shares the honors of research with James and Munsterberg.

"I take pleasure in introducing Professor Edwin K. Strong, Jr., of Columbia University, who will talk to you on the subject, 'The Importance of Complexity and Unity in Securing Attention.'"

How to Write Advertisements

Professor Strong moved over to the blackboard, and with apologies that he must limit himself to an hour, proceeded to give the copywriters present some very valuable instruction in the technique of the advertising game. Attention, interest, desire, and action are the four necessities in effective advertising, explained Professor Strong. Some men prominent in the advertising world, according to the speaker, put interest first, others, attention first. The former should be given the prominence, said Professor Strong. Taking attention as a distinct heading, he said that there are three kinds of attention: primary attention, a feeling of "awareness," simply aware that things are about you, purely passive on your part; secondary attention, the form that men have in mind generally when they talk about "attention," the concentration on various things during the day, a state of continuous fluctuation; when you get down to work, the condition of attention is then derived primary. That's when you get down to work, said the speaker. You are wholly unconscious of what is going on about you. The primary stage is absolutely worthless, the secondary stage is a trifle more weighty, as you have the momentary attention, as it were, of your advertiser, and when the derived primary is reached you have achieved what you are after.

Your problem as an advertisement writer is not that of "awareness," said the professor. Your problem in preparing an advertisement is in making it so attractive that you will make the reader remain with it and prevent him from fluctuating, or going from one to another with a disinterested air. Make it so that your advertisement is the only one on the page that gets the consciousness of the reader. He discussed exhaustively the apparatus used at Columbia in the advertising department. Attractiveness is the chief essential, said the speaker, and he sought to show how advertisements could be made more attractive.

Its the number of units of thought in the headline, said Professor Strong, and not the number of words, as some psychologists maintain. There must be a limited amount of distinct unit so that the idea will be grasped, yes, in one-hundredth of a second. Otherwise the picture will pass immediately out of the reader's consciousness. Get them into the fluctuating stage, and then you will get them down to the third and final stage of attention where they will read it diligently.

The professor displayed two well-known advertisements which appeared side by side in a popular magazine. One of the advertisements had several unnecessary units, while the other, while not appearing so attractive from a black ink standpoint, was about eight times as effective as the former. The art of building headlines attractively was discussed by Professor Strong, as was the decoration of shop windows.

"There are six things which advertising men usually depend upon to get attention," said the professor, "namely, intensity, isolation, size, motion, contrast and repetition. Familiarity, novelty, illustration and suggestive action are other things to be taken into consideration when writing an attractive ad. These are all used by good advertisement writers to attract attention."

Other speakers were Winchell Smith, Thomas A. Curry and H. K. Hanna.

Mr. Hanna declaimed against the adoption of the so-called Printer's Ink statute against untrue advertising. The trouble with the country now is too much legislation, legislation and litigation, he said. He said that the advertising in the newspapers and magazines is cleaner now than the news and editorial ends. If the advertising becomes too clean, he didn't know what some of the newspapers would do. If you are going to have enacted into law the "Printer's Ink" statement you will have the element of imagination in advertising eliminated. He gave illustrations of the absurdity of trying to regulate the cleanliness of advertising by law. Business in the present day is too much run by the legal profession, said Mr. Hanna. Keep the law away from it and it will right itself.

* * *

STUDENTS STUDY PRESS REPORTS

Daily news service of the United Press is used in the course in journalism at the University of Wisconsin, a complete copy being furnished daily through the courtesy of Roy Howard, general manager of the United Press, and Richard Lloyd Jones, editor of the Wisconsin State Journal.

BUSINESS MANAGEMENT

ED. E. SHEASGREEN, *Editor*, 1603 MONADNOCK BLOCK, CHICAGO, ILL.

THE EMPLOYE AND THE COST SYSTEM

THREE news items of great importance in the cost finding movement appear in trade and union journals this last month.

First, the news was received that the Typographical Union is to begin a series of articles on the Cost Finding System, written by Mr. Frank I. Ellick, of Omaha. We believe that the "Omaha Spirit" is responsible for this particular body of workmen taking up the study of this all-important question.

Word was received from the Pacific Coast that the American Federation of Labor is taking on a great deal of the "Omaha Spirit," and that employers and employes are meeting together to study out a way of bettering bad business methods.

Then came the news that the International Photo-Engravers' Union of North America have agreed to have its members work by the cost system that the International Association of Manufacturing Photo-Engravers have universally adopted. This particular union, however, has a clause in its agreement which is a peculiar one. It follows:

"And that said 'Simple Cost System' is not intended, and that it shall not be used in its entirety, or any part thereof, by any employer for the purpose of checking up the workmen, or used in any way detrimental to the workmen or their working conditions."

A cost system, properly installed, should check up every man in the plant. That is the whole purpose of the cost system, so that TRUE costs may be had. The president of a company is as liable to be the one who should be 'checked up" for bad business as any workman. If a checking up of bad workmen and conditions is **not** had, how can those conditions be bettered? There are bad workmen — most expensive fellows, some of them, but not intentionally so — as well as there are the same kind of fellows in the office. If bad conditions do exist, why not know them, know where they are, why they are, and then, when the TRUTH is had, apply the remedy.

Are HONEST men, whether employer or employe, afraid of the TRUTH?

Truly, the COST SYSTEM is doing things.

But, gentlemen, let us have it bore into the very quick of ALL things. Let no bad condition escape, even if it should prove to be a bad manager, or a bad workman.

When bad conditions are found, then right remedies may be applied.

* * *

SEVEN CENTS A BILL

"Do you know the cost of a bill?"

"Do I what?"

"Do you know the cost of a bill — of billing your work?"

This question was asked one day in a plant where many office clerks were engaged.

"Why, no, we have never looked into COST that fine — of course we have a way of our own of doing things that is very good for our particular line."

"How many clerks have you?"

"All you see here."

"How many of them are doing your billing?"

"Why, sometimes we have about three clerks, well, possibly nearer four, on billing all the time."

"They must put out a good many bills in a day."

"Why, yes, they do; about sixty."

"Sixty bills a day the work of three people? Hitting the high spots are you not?"

"Well, we said that our line was very much different than some others — we need them all."

"The clerks, you mean?"

"Yes, the clerks."

"How much do these particular clerks get in wages?"

"About eight dollars a week apiece."

"Taking an average of three clerks at eight dollars a week, that would be twenty-four dollars a week for making out three hundred and sixty bills, or a cost per bill for wages alone of about six and two-thirds of a cent a bill — pretty stiff, eh?"

"Why, that cannot be!"

"Figure it out yourself, and then add the stationery and stamps. You see you have a pretty little item of cost for billing, yes?"

An analysis in that house found many bills came back for correction because the billing department did not always know the correct prices of the goods. Some times one price was given, another time a different price given for the same goods. There was checking, rechecking and duplicating of nearly all their effort. There was searching for necessary information that a billing clerk should have close at hand. Many extra steps a day were taken to and from desks to get information. There was a long way round of doing things in this shop and office which they thought was so much different than any other institution that energies could not be conserved.

Now, do not laugh, dear reader. **How are matters in your** office and plant — are **you** hitting the **high** spots in **your** plant and thereby giving extra costs to **your** business which you think is so much different than some other? DO YOU THINK YOUR METHODS CAN NOT BE BETTERED?

DIG INTO YOURSELF, hurt yourself a little and find out.

If you do not have the nerve to do this — to face the TRUTH — why, get some one to do it for you.

It will pay you in the long run.

And remember, that even a bill or a letter costs money, and that this cost can be found.

* * *

INSTALL A SYSTEM NOW!

By Ed. A. Sheasgreen

Yes, we have **begged** and we have **plead,**
Until we've nearly had a row,
But — once again we recommend —
"Go, install a System now!"

Oh, yes, we know YOU know it all —
That you've a Master "High Brow's" brow —
But, here old Friend, **again** we beg —
"Go, install a System now!"

Oh, shucks! Get out! Of course we **know**
You've grown from out the "case" somehow,
And started on a "shoe string," too —
But, "Go, install a System now!"

Of **course** you're working day and night!
You'd squeeze a job before your frow —
Jobs seek **low** spots, like water, sir —
"Go, install a System now!"

You are the **highest** priced in town?
To **you** all buyers **lowly** bow?
Just take a tumble, friend, and **then** —
Well — "Go, install a System now!"

You'd rather **fail** than take **our** tip?
We are **unwelcomed** guests? **Here,** now,
Your methods, sir, **have finished** you —
Your system's got **you** going now!

Well — when you sell your final job,
And go to Sheriff's Glory Glen,
With Bugs like you, who **know it all,**
Well — **we** will have some profit then!

(Continued on page 869)

Meeting of the National Council of the National Editorial Association

Chicago, Illinois, October 30, 1913

A REGULARLY called meeting of the National Council of the National Editorial Association convened at the Chicago Press Club rooms. President J. C. Oswald presided. The following representatives were present: G. E. Hosmer, Denver, Colo.; Past President A. D. Moffett, Ellwood, Ind.; L. J. Rountree, Georgetown, Texas; Mrs. L. J. Rountree, Georgetown, Texas; Joe Eastwood and sister, Miss Lila, Watertown, S. D.; Miss Louise Belford, Georgetown, Texas; E. H. Childress, Fairfield, Ill.; J. C. Oswald, 25 City Hall Place, New York; W. C. Lusk, Yankton, S. D.; W. B. Collins, Gloversville, N. Y.; J. Byron Cain, Belle Plaine, Kans.; Sheridan Plough, Hutchinson, Kans; H. C. Hotaling, Mapleton, Minn.; Past President, R. E. Dowdell, Artesian, S. D.; W. R. Hodges, Sleepy Eye, Minn.; E. R. Purcell, Broken Bow, Neb.; J. H. Hungerford, Carroll, Iowa; F. O. Edgecomb and wife, Geneva, Neb; Charles Bradshaw, Carrollton, Iowa; Homer Harwood, Warren, Mich.; C. A. Huling, Chicago, Ill.; A. B. Bragton, Jr., Monroe, Mich.; George Schlosser, Sioux Falls, S. D.; Austin Gay, Big Rapids, Mich.; Eugene L'Hote, Milford, Ill.; Frank Roderus, Chicago, Ill.; Fred D. Porter, Chicago, Ill.; Edward H. Fox, Chicago, Ill.; W. A. Woodring, Peru, Ind.; Ben F. McKey, Lebanon, Ind.; W. W. Aikens and wife, Franklin, Ind.; S. J. Porterfield, Cullom, Ill.; M. W. Porter, Hoyt, Kans.; John R. Rison, Paris, Tenn.; Edward Albright, Gallatin, Tenn.; A. C. Hutchinson, Cayuga, Ind.; O. Palmer, Grayling, Mich.; Past President B. B. Herbert, Chicago, Ill.

J. CLYDE OSWALD
President National Editorial Association
City Hall Place, New York City

Mr. Hosmer, of Colorado, chairman of the committee on the question of the government printing of envelopes, made a brief report of the progress made by the committee and some of the obstructions encountered in the work. A vacancy existing in this committee, the president appointed Marshall Cushing of New York to fill the same.

A report was called for from the secretary and treasurer of the Association. The secretary explained his dilemma in not having any official records to commence his active work with, but outlined a proposition which he hoped would leave matters in shape, so that by the time the next annual meeting is held things ought to be in fairly good shape, as far as the list of membership and financial condition is concerned.

The secretary also explained the arrangements made at the last meeting for the publication of the proceedings of the last meeting and the verbal contract entered into by the retiring officers. It was thereupon moved by Mr. Roderus, of Chicago, that the contract made by the retiring officers with Mr. Herbert for the publication of three hundred copies be approved. On discussion of this matter it was moved that the entire subject be passed for the time. Following further discussion, a motion was made by Mr. Dowdell of South Dakota that the matter be taken from the table. This motion prevailed. Following this action the original motion of Mr. Roderus was renewed, authorizing the publication of the proceedings as originally contracted with Mr. Herbert. This motion prevailed.

The treasurer followed the secretary with a brief report showing that the financial condition of the Association was considerably better than it was one year ago.

The matter of dues was discussed. In this connection it was recommended that the secretary notify all persons in arrears not later than the first of the new year.

The object for which the council was called together was primarily for the purpose of determining the time and place for holding the next annual or 1914 convention. Invitations were presented from St. Louis, Mo.; Richmond, Va., and Houston, Texas. There being no representative from St. Louis present, the invitation from this city was presented in the form of a letter.

President Oswald presented an invitation from Richmond, Va., and a very interesting program to follow, with visits to Washington, D. C., Annapolis, Md., Philadelphia and New York City.

Mr. Lee J. Rountree, of Georgetown, Texas, presented the claim from Houston, Texas, together with a very interesting itinerary of the state, as follows:

"Mr. President, and ladies and gentlemen of the Council: Splendid indeed is the proposition of our worthy president, Mr. Oswald, of New York, that we meet in Richmond, and then visit Washington, Philadelphia, New York and other eastern centers. I am glad that the effete east recognizes the historic city of the south, dear old Richmond, as a proper place to receive the National Editorial Association. I love Richmond, the historic old city, for the deeds of the heroic men enacted there in the great fratricidal conflict of a half century ago, because in that conflict those near home looked to Richmond for hope and inspiration.

"But, ladies and gentlemen, I shall speak today for another great commonwealth. If I did not sincerely believe that I offer to you one of the greatest programs ever tendered this Association, and that your coming to Texas would not be for the upbuilding and perpetuation of our beloved Association, I would not stand here today and plead the cause of Houston. I attended my first meeting of the National Association in Chicago a decade ago (in 1893) and the friendships formed then are steadfast today, and some are present here that were here then. I hold in my hand the official invitations from Governor Colquitt and Lieutenant Governor Mayes of Texas, who was a former president of this Association; the mayor of Houston; the Press Club of Houston; the Press Club of Austin; the Dallas Press Club, and words of welcome from the Texas Press Association, one of the greatest state associations in the Union; the Northeast, the Northwest and Southwest Texas Press Associations, and pleas from the Chambers of Commerce of Dallas, Galveston, Fort Worth, Greenville, Wichita Falls, Waco, Austin, San Antonio, and to underwrite it all — and that is not necessary in Texas, for the promises of men there are better than bonds — is the program submitted by the Chamber of Commerce of Houston, through that indefatigable worker and princely gentleman, Secretary Adolph Boldt, of Houston. Houston, the young commercial giant of the southwest, is sincere and earnest in asking you to come to Texas, and the program will appeal to the ladies and gentlemen of the Council."

Here Mr. Rountree read the telegrams and letters, including a touching plea from Col. F. B. Baillio, of Texas, a former president of the National Association, in which Colonel Baillio told him he could not come back to Texas if he did not bring the National Editorial Association, and also a telegram from Floyd P. Loebridge, of the Austin Press Club, in which Mr. Rountree was barred forever from the doors of the Press Club if the editors did not come to Texas. Mr. Rountree piled the invitations and telegrams high on Secretary Schlosser's table, and said:

"George, read them to the Association; they are from the best people on earth, and are true and genuine expressions of friendship.

"Now, my friends, somehow I feel in my heart you are with me in this contest for this high honor to my native state. The Texas Press Association will meet the special trains from Chicago and St. Louis at the Red River with a carload of refreshments, including Texas goods and Texas products and Texas sunshine and Texas friendship. We will go with you through our great state, vast in its resources and possibilities; through its corn and cotton fields, its valleys and cities, its great prairies, and to the sea at Galveston, where noble men have given civilization the great sea wall for the protection of the lives at the second seaport of the nation; at Dallas and Fort Worth you will see the manufactures and packeries; at Waco and Austin you will meet a citizenship building cities for time; at San Antonio you will visit Fort Sam Houston, the army post of the south, and the historic old Spanish missions. Here is the Alamo of sacred memory. One of the greatest battles for freedom of the ages was fought here in 1836, by men as brave as the Spartans, for it is said that under Leonidas that 'Thermopalae had its messenger of defeat, but the Alamo had none.' You will see where our heroic dead fell to give us a new nation, that came voluntarily into the Union, as the greatest state of the greatest country in civilization. Then we will visit that lonely spot near Houston, where the gallant Sam Houston defeated the Napoleon of the West, Santa Anna, reconquered Texas to a history — glorious, eternal and undying. The voice of my people — among whom sleep four generations of those near and dear to me beneath its sacred dust — from the crystal sea across the richest black lands of the world and from the piney woods to the great mountains, joins me in asking you to come to Texas. We shall not only give you entertainment and the substantial things of life, but friendship, sympathy and cordiality in your great and honorable work in upholding the dignity and honor of one of the greatest professions known in the world's history. The gates of Texas — my beloved state — are open to you, and the hand of welcome is outstretched to you. Five million people join me in this invitation, and it is genuine and comes from the hearts of the noblest and best men and women who are making history for our great nation, and I want to send the message home that you, my friends, are coming to the land of hospitality; to the land of great prosperity, rich in history and achievements, far-reaching in possibilities and aspirations, the land of fair women and brave men, the garden spot of the continent — Texas."

After a discussion on the location, it was moved by Mr. Albright of Tennessee, and supported by Mr. Hosmer of Colorado, that Houston be declared the choice of the members present as the next meeting place of the Association.

Mr. Hungerford of Iowa moved as an amendment that Richmond be inserted in place of Houston. Amendment supported by Mr. J. Byron Cain of Kansas.

After a thorough discussion of the subject and the motion being put, the amendment was lost.

The chairman thereupon putting the question, the original motion was declared carried with a few dissenting votes.

Mr. Hotaling of Minnesota followed this vote with the motion that the vote be declared unanimous, and it was so recorded.

The fixing of the date for the next annual meeting, on motion of Mr. Dowdell, was referred to the president, secretary, and Mr. Rountree of Texas.

There being no further business to come before the meeting, adjournment was taken, and the hospitality of the Chicago Press Club was enjoyed at a luncheon served in their magnificent club rooms.

The Luncheon

In the absence of the president of the Press Club, Vice-president Julius Reynolds Kline presided, and after appropriate words of good-will and congratulations, introduced the different speakers.

President J. Clyde Oswald responded on the part of the National Editorial Association, and was followed by Vice-President Hosmer, who told of former visits to the club and of the high appreciation of the hospitality and courtesies extended. The other speakers were: Danlus Mullock, Frank Comerford, Judge Sheridan, E. Fry, Charles F. Hatfield and Lee J. Rountree.

"The modern newspaper is going to be a clearing house for all the facts," said Mr. Comerford, "and the publication of the facts is the one means of keeping our government one by the people.

"Unless we have a patriotic set of editors who are willing to overlook personal and party prejudices and print the truth, we cannot have a free country."

Mr. Comerford drew attention to the campaign against quack doctors by the Chicago Tribune as an example of the progressiveness of "a great modern newspaper."

Municipal Judge Fry urged the editors to take up work similar to that of the Chicago Safety Commission in their own cities.

* * *

ADDRESS BY MR. C. E. HATFIELD

Field Secretary, Bureau of Conventions and Societies, Panama-Pacific International Exposition

Mr. Toastmaster, and Members of the National Council of the National Editorial Association and Members of the Chicago Press Club:

I appreciate this opportunity of calling your attention to the "International Press Congress" or "World's Press Parliament," which it is proposed shall be held in connection with the Panama-Pacific International Exposition at San Francisco in 1915.

As members of the press, it is not necessary for me to tell you in detail about the Exposition itself. I will simply state that it is believed that this exposition will excel every other previous exposition.

The Exposition is planning to make the conventions and congresses a great feature. These world gatherings will bring to San Francisco the great thinkers of all nations along the lines of fraternity, industry, art, science and education. Low railroad and steamship rates, ample hotel accommodations at reasonable rates, a favorable climate, the attractions of the Exposition and points of interest throughout California and the Pacific Coast will make 1915 convention year in San Francisco.

It is with this thought that we are inviting the various national press associations, not only to meet as individual conventions in San Francisco in 1915, but that there shall be held an International Press Congress, even greater than the great "World's Press Parliament" which met in connection with the St. Louis Exposition in May, 1904, and with which the National Editorial Association had so much to do, in connection with the American Newspaper Publishers' Association and the Missouri Press Association, with the co-operation of the prominent leaders in the press world, as to deserve the credit of having organized that successful press parliament, and it is estimated that those attending the congress represented more than ten thousand publications.

As representatives of the exposition we have been in communication, personally and by letter, with the other principal national associations, and have their assurance of hearty co-operation. Some have already appointed committees and others are ready to do so. I trust that at this meeting of the National Council your executive committee will be authorized to appoint its committee.

As soon as the various national organizations have appointed their representatives it is proposed to effect a permanent organization, and that the congress be worked out through committees representing the various associations in co-operation with the Bureau of Conventions and Societies and the Exploitation Department of the Exposition. Efforts have already been inaugurated to secure meetings of all the international, national, state and district press associations.

It is further recommended that a month be set aside to be known as the "International Press Month," in 1915, and some prominent in the press world have suggested that May would be the most desirable.

Representing the Exposition, I can assure you that the usual courtesies that have been granted to the press in the past will be extended by the Panama-Pacific International Exposition, so that the press representatives and their families will be taken care of liberally in the way of passes, which will no doubt apply to all concessions, as has been done at other expositions. Comfortable press headquarters will be provided with every convenience for those in attendance.

Speaking further of committees to be appointed by the various national associations, it is our thought that these committees should have full authority to lay out the plan and scope of the congress and to arrange for the permanent organization, representing each different body that co-operates in the movement, so that there will be a central and national organization with authority in connection with the Exposition and the California Press Association, which will be the natural host, to extend invitations to the press organizations and great editorial leaders in other countries. This permanent organization could also extend its membership and activities by enlisting the co-operation of the various state, district and local press associations, so that when the Press Congress was held special trains could be started from all parts of the country, uniting at San Francisco, where they could hold their various conventions separately and then unite in a great International Press Congress.

I am glad to report that the Exposition is progressing most satisfactorily in its construction, being at least two months ahead of schedule; that the financing is arranged; the exhibit space more than applied for, and it is the expectation that everything will be in readiness to open the Exposition in a completed condition on the 20th of February, 1915.

C. E. HATFIELD, 917 Ashland Block, Chicago
Field Secretary, Conventions and Societies, Panama-Pacific International Exposition

We hope to have the hearty co-operation of the National Editorial Association, as well as the Chicago Press Club, and every other press organization in this country; the reasons for this are so well known to you representatives of the press that I will not take your time to review them.

It is believed that all the nations of the world having commercial interests of any importance will gladly take advantage of this time and place for international felicitations upon the completion of a work, the greatest ever undertaken by a single nation in behalf of and in the interest of all; and it seems assured that this sentiment, coupled with the substantial commercial advantages to be obtained, will secure the participation of governments upon a scale that has never been equaled at any other exposition.

The problems of the country are already in process of solving on the shores of the Pacific. The far-sighted rulers of other lands will realize the transformation which the Panama Canal will work, will grasp the changes that will come with rapid growth along the shores which border this ocean — which will come to the always-verdured isles of the Pacific, soon to be so readily within reach of immigration.

To forward the civilization of the world by a quarter of a century is a mighty program! Worthy of the times, worthy of the nation which inspires this mighty task. In its accomplishment the world will share; in its benefits the world will participate.

I hope to meet with you in San Francisco, in the greatest press gathering that has ever been held.

* * *

EXECUTIVE COMMITTEE MEETING OF THE NATIONAL EDITORIAL ASSOCIATION

At 2 o'clock p. m. the Executive Committee, consisting of the president, vice-president, secretary and treasurer and six members of the Association, was called into conference by the president of the Association.

On convening, a motion was made by Mr. Roderus of Chicago, supported by Mr. Hotaling of Minnesota, that a committee of five be named by the president on an International Press Congress, to be held in San Francisco during the time of the Panama Exposition in 1915. This motion prevailed.

The president appointed as such a committee: Walter Williams, Missouri; L. C. Crampton, Michigan; Edward Albright, Tennessee; A. D. Moffett, Indiana; J. P. Baumgartner, California.

Mr. E. R. Purcell of Nebraska brought up the question of the organization of a foreign advertising bureau. The subject was discussed by Mr. Edgecomb of Nebraska and others, without any official action being taken.

The president at this meeting outlined his program for an increase in membership, and which received the hearty support and approval of all the members present.

The dates for the annual meeting at Houston were fixed for April 23-24-25, to be followed by an outing as guests of the various cities of the State of Texas, continuing over a period of about eight days.

There being no further business, the committee adjourned, subject to call of the president.

* * *

HOUSTON'S INVITATION

Chamber of Commerce
Houston, Texas, September 25, 1913.

Mr. John Clyde Oswald, President, and Directors of the National Editorial Association, Chicago, Ill.

Gentlemen: The annual convention of the National Editorial Association is an occasion regarding the importance of which the Chamber of Commerce is duly appreciative, and we are asking for the pleasure and privilege of entertaining its delegates in 1914.

In doing this we are fully mindful of our obligations as hosts, and it is with particularity of vision, and a full knowledge of the hospitality of our people that we assure you that the selection of Houston will not only be a subject for rejoicing on the part of our citizens, but the occasion will also prove an unqualified pleasure for all attending delegates.

The city of Houston has many historic associations, and is progressive and modern in every respect. Our hotels (of which we have many) are not surpassed in appointment and general excellence by those of any city in the south, and we are exceptionally proud of our Municipal Auditorium, which has been especially constructed for convention purposes at a cost of half a million dollars. With a seating capacity of seven thousand persons, it is well adapted to the accommodation of national assemblies.

The historic battlefield of San Jacinto (converted into a beautiful park), where Texas won her independence, is nearby-located on the Houston Ship Channel, and reached by a splendid automobile highway.

The city of Galveston rightfully boasts of the finest surf bathing to be found on any coast, and is reached from Houston by rail line, interurban or automobile. Its magnificent sea wall, and the causeway connecting the city with the main land, are both examples of exceptional engineering merit. One day will be spent in Galveston, and an oyster roast and other suitable entertainment will be furnished, visiting delegates being the guests of the commercial association of that city.

The circle tour of the state, for which all arrangements have been perfected and an exceptionally low rate secured, embraces a visit to San Antonio with its Alamo and its historic Spanish missions, thence to Austin, the capital of the state, with its imposing statehouse, the seventh largest building in the world. The party will then proceed to Waco, one of the flourishing cities of the state. The next city on the itinerary is Fort Worth, the center of the cattle and packing house industries of Texas. From Fort Worth we proceed to Dallas, the metropolis of central Texas, important as a commercial and industrial center.

One day will be spent in each city, the trip being made by easy stages, and elaborate entertainment has been promised and will be furnished by the commercial organization of each city visited. It is believed that the circle tour will prove a most enjoyable occasion, and will be profitable as well, affording the delegates, as it will, an opportunity to study at first hand the wonderful resources and possibilities of this, the Imperial State of the great American Union.

In event any party of delegates should desire to visit the Canal Zone, it would afford us pleasure to make the necessary transportation arrangements for them, sailings to be made from Galveston.

The Houston program of entertainment which we will provide will be in part as follows:

Program

First we will give the delegates the whole of Houston as a front yard to play in.

We will provide a launch trip over the Houston Ship Channel to the historic San Jacinto Battlefield, and a luncheon after arrival.

Will give them an automobile ride over the city, and they will be entertained at the Country Club.

A one-day trip to Galveston at our expense, entertainment to consist of an oyster roast and a boat trip on the Gulf of Mexico.

A reception and banquet, with dancing, will be tendered as a compliment to lady delegates.

One evening will be devoted to a theater party as guests of the Chamber of Commerce.

A trip by rail to Sugarland, twenty-five miles distant, and a barbecue dinner. Delegates will have an opportunity to inspect the largest sugar refinery in the south.

The circle tour will take in the cities of San Antonio, Austin, Waco, Fort Worth and Dallas. Elaborate entertainment will be provided by the commercial organizations of each city visited, as per correspondence on file.

Delegates may be assured of an enjoyable visit and will receive every courtesy and attention during their stay in Texas.

The Texas Press Association will meet the delegation train at Red River and escort the body to Houston, a distance of 500 miles. Refreshments are to be furnished by the Commercial organizations of Texas.

Special hotel arrangements will be provided.

In conclusion will add that we wish it was possible to convey to you, and to each member of your executive committee, the degree of sincerity and good-fellowship which accompanies this invitation. Your committee can make this possible only by its acceptance.

Respectfully requesting your favorable consideration, and wishing your association much prosperity, beg to remain,
Very sincerely yours,
B. B. GILMER, President.

Ben Campbell, Mayor, City of Houston:

As mayor of the city of Houston, it affords me more than usual pleasure to extend to the members of the National Editorial Association a most cordial invitation to meet in annual convention and accept the hospitality of the good people of this city in 1914.

It is my understanding that the Chamber of Commerce has in process of preparation a most attractive program of entertainment with which we are heartily in accord.

The general attitude of the citizens of Houston toward all guests which they are privileged to entertain leaves nothing to be desired, and we bespeak for your delegates a most hearty welcome and the extension of every courtesy.

I am asking to be given an opportunity to become personally acquainted with the members of your association. The selection of Houston would grant this request.
Very sincerely yours,
BEN CAMPBELL, Mayor.

Texas Press Association Invitation

Dallas, Texas, October 25, 1913.

To the National Editorial Association.

The Texas Press Association unanimously invites your great organization to hold its next annual convention in Texas. The city of Houston will welcome you with ardor and devote its best efforts to your entertainment, and every other city in this imperial commonwealth will second the efforts of Houston. Come to the big state and have a big time.
J. J. TAYLOR, President.
SAM P. HARBEN, Secretary.

Invitation of Governor and Past President of the National Editorial Association

Governor's Office
Austin, Texas, October 6, 1913.

To the Council, National Editorial Association,
Chicago, Ill.

Gentlemen: As past president of the National Editorial Association, and as acting governor of the State of Texas, I wish to present to you a most urgent invitation to hold your next annual meeting in Houston, Texas.

I can assure you that not only would Houston give you a hearty welcome, but that the people of the entire state will assist in making your stay in this state the most pleasant in the history of the Association.

There is no city in this country with better and more up-to-date hotel facilities than Houston. There is not a more hospitable people on the face of the earth than you will find there. They have already begun making active preparation for your entertainment, and this preparation will be continued up to the time of your coming. They know how to entertain, and they know how to make all visitors feel at home.

Houston is being joined in this invitation by all of the larger cities in the state, including Galveston, San Antonio, Austin, Waco, Dallas and Fort Worth, each of which places you will be expected to visit while in the state, and at each of which you will be most delightfully entertained.

I am certain that my friend, Hon. Lee. J. Rountree, will do all that any man could do to let you know just what a royal reception awaits you in Texas, but even Rountree cannot do justice to the subject. But for business engagements calling me to another state I should certainly be present to reinforce the many invitations that will be extended to you. We want you to come to Houston, and to Texas, and sincerely hope you will not disappoint us.

Fraternally yours,
WILL H. MAYES, Acting Governor.

A Characteristic Houston Editor's Invitation

Office of the Houston Daily Post
Houston, Texas, September 27, 1913.

National Editorial Association Committee,
Chicago, Ill.

Brothers: Let me push my work off from me long enough to stand with those who are reaching their hands to you, who have on their wanting clothes. Like a hobo needs a barber, like a poet needs the shears, like Bill Bryan needs Chautauqua, like Milwaukeeans need beers, like The Colonel in his speeches needs an extra font of "I's," like when it draws near to October men need mother's pumpkin pies, like a banquet spread and waiting needs a cheery, hungry crew, so, oh, brothers, Heavenly Houston stands arms out and needing you.

Won't you come to dear old Houston? Won't you come and put your feet 'neath the tables we're preparing to load up with things to eat? Won't you come and smell the perfumes from our miles of blossomed leas? Won't you come to feel the gulf breeze bring you greeting from the seas? Won't you come and let us show you what the "Houston spirit" means — buildings reaching up to heaven, cakes and pies and pork and beans? Oh, you many pencil shovers, from the west and from the east, we are waiting for your answer, to start spreading you a feast. The world's gladdest, sweetest children shall weave clover wreaths for you; Houston has the sweetest maidens that e'er wore a peek-a-boo; Houston has the dearest matrons, who will stand behind your chairs helping you to Houston dainties, helping you forget your cares. We we will send you home rejoicing when the curtain has dropped down, but forever there'll be longing in your hearts for Houston town.

Leave your money where it's hidden, leave your cares upon the shelf; Houston will be glad to see you — and I'll be plum glad myself.
Fraternally,
JUDD MORTIMER LEWIS.

Alike cordial invitations were received by letters and telegrams from Governor O. B. Colquitt, the Houston Press Club; Waco, Texas, Chamber of Commerce; Navaro County Press Club; the Austin Press Club; the Chamber of Commerce of Austin — "the Capital City of the Grandest State in the Union"; Northeast Texas Press Association; City Council of Greenville; Houston Cotton Exchange and Board of Trade; the Chamber of Commerce of Wichita Falls; the Business Men of Wichita Falls; Galveston Commercial Association; the Galveston and Dallas Daily News; the Chamber of Commerce of Fort Worth; the mayor of the city of Houston; the Chamber of Commerce of Houston; the Chamber of Commerce of Greenville; Dallas Chamber of Commerce.

The following telegrams are sufficiently indicative of the character of most of the others that have come from all over the great State of Texas:

Hon. Lee J. Rountree: The Texas Press Association in executive session extend through you to the Council of the National Press Association a hearty invitation to come to Texas with their next meeting. Thirty members of our Association will meet delegates at the Texas border and escort them through Texas. Every member of our Association will act as a special committee to see that every member of the National Press Association has a good time while in our state. Tell them we want them — want them bad — and Lee, you must bring them to us.
SAM P. HARBEN,
Secretary Texas Press Association.

Lee J. Rountree: The executive committee of this Association has just passed a resolution as follows:

"Whereas, The newspaper men of Texas are making a determined effort to secure the next convention of the National Editorial Association; and,

"Whereas, The city of Houston has extended a cordial invitation to the Association to convene in that city, be it

"Resolved, That this organization extend a hearty invitation through Mr. Lee J. Rountree, of Georgetown, to the National Editorial Association to hold its next convention in Texas."
J. A. ARNOLD, Sec'y-Manager,
Texas Commercial Secretaries and Business Men's Association.

A Decade's Changes in American Journalism

An Interesting Interview with Dean Williams of Missouri

(From August issue The Newspaper World, London, England)

Mr. Walter Williams, the well-known dean of the School of Journalism, which, for half a dozen years past has advertised the University of Missouri, not to say the state in its entirety, to the world at large, is at present among us, industriously taking note of the changes that have passed over the newspaper world of the United Kingdom in the last decade. A London journalist who, on Mr. Williams's invitation, took part in the Parliament of the Press, one of the features of the vast International Exhibition at St. Louis, he there helped to organize, has seized the opportunity to elicit from him, in his turn, the changes which have taken place in American journalism in the nine years that have elapsed since that memorable excursion. Happily, they have been all to the good.

A letter from a reporter in the last issue of The Newspaper World suggested one of the earliest questions: "What happens to the conscientious reporter — say, a reporter who refused to transcribe the details of a filthy case?" "As a matter of fact," explained the dean, "wherever else you may detect the weaknesses of our journalism, the publication of the details of cases of an immodest or indecent character cannot justly be described as one of our sins. This is due, it is only fair to observe, not so much to an antagonism upon the part of the reader, as to the innate niceness of mind in newspaper men themselves. I have in mind such a case as is suggested by the letter of which you tell me; a reporter sent out by the 'city,' or, as you say, the news, editor, to pursue inquiries as to some scandal, returned to the office in a state of disgust. He began by saying to the news editor that rather than write out the details he would quit — you know that in our offices resignation and dismissal can take effect instantly — but the news editor instantly assured him that he need not talk in such fashion. But the technical position in which he thus placed himself enabled the reporter as an outsider to express freely his views as to the humiliation and folly which would be involved in the publication of the details, and in the result the news editor consented to the writing of a report that avoided the offensive particulars. Really, immorality (except, perhaps, in the form of a certain type of advertising, now rapidly disappearing) receives mighty small patronage from the newspapers of the United States."

In another direction, it quickly appeared, the journalist "on the other side" enjoys great freedom — indeed a freedom much wider than his brethren in this country know. "A staff writer either under his own name or anonymously, is often permitted to expound views opposed to those held editorially by the journal in which his article appears; a notable instance of this is the regular nightly dispatch of the Washington correspondent of the Kansas City Star (recorded two or three weeks ago in The Newspaper World). I know it is not absolutely a rarity for articles to be printed in your papers here that are contrary in tenor to the policies ordinarily advocated in their columns; but seldom, I imagine, are members of the staff of a paper conceded such a freedom. In the United States, however, illustrations of such freedom are now quite common, and, though, as you have noted, proprietors of journals may here and there protest, I believe that newspaper men generally accept it, not only as satisfactory from the journalist's standpoint, but also as a profitable piece of business even from the standard of the cashier's office."

"The spirit which has animated this departure from the custom of a strict political partisanship which prevailed until half a dozen years ago," continued Mr. Williams, "is even better illustrated, probably, in the spread of independent journals, which now constitute, it may well be, one-third of the journals published in the States. These journals, either starting without, or throwing off, the trammels of party allegiance, make their sole aim to be the servant of the people at large; just as a tramway or a system of street illumination or power supply is a public service, so the independent newspaper desires to be regarded, and, in addition to providing news in abundance, it fights strenuously for the interests of the community whenever it conceives these to be in danger from monopoly or corruption. Take the Hearst journals, for example; there is a body of opinion, I know, which affects to regard them as under the influence of insincerity, but even if, for the sake of argument, we concede this, it will be very difficult for their fiercest critic to deny that they have rendered inestimable services to the public; they may have been only after 'good copy,' to use a phrase which is now more common in England than in the States, but at least they have in its pursuit accomplished great reforms. After all, when I reflect, this is the most significant thing I can tell you about American Journalism in the past decade. Journalism with us, whatever it may be with yourselves, is in the first place in the way of wresting from party what was meant for mankind, and then of seeing that mankind, having come into possession of it, wrings from the new weapon all the advantages it can provide in its service."

"And how, amidst the working of the yeast of this new time, fares our old friend, the journalism you long ago taught us to know, I won't say respect, as 'yellow'"?

"I can understand your gibe at yellow journalism, but when you have lived in the country, with its ever-enlarging heterogeneous population and its vivid life, you can find, if not excuses for it, at any rate explanations of it. Anyhow, you will be pleased to learn, a great change has been passing over it. All the many big-type headlines — all the aids to rapid perusal and ready comprehension — may still characterize it, in a number of its leading exponents; yet in so far as it stood for exaggeration, in so far as it substituted screams for sanity, in so far as it flayed innocent people for the sake of increased circulations which spelt pelf, I can report most satisfactory progress towards a healthier condition of affairs. The readers of the newspapers now increasingly expect from their journals the accuracy of statement, the sound judgment, and the good form which they look for in their closest and most trusted friends; and popular papers are discovering that as their yellow attire drops from them, their status and influence grow. The people in this country have always over-estimated the measure of yellow journalism, but in any case it is far from being the factor in our national life that it was a few years ago."

Through the hour's conversation with Mr. Williams, there meandered a pleasant stream of chat concerning the personnel of American journalism. As the foundations of American journalism, as, in fact, likewise those of English journalism, were laid in the main, by men recruited from the printing office — here and there they were drawn from other sources — for illustration: one of the most brilliant and best known of all the managing editors in the United States once assured the writer that he began life as a shoe-black, or, at least, as a newsboy, in the East End of London some forty years ago — but in the bulk they had followed the lead of Benjamin Franklin. Islands of glory, continents of respect, are the due of these men, but the class from which they were drawn is now rapidly giving way to men coming from the universities. Not at all, however, for the reasons that the mention of the word "universities" suggests. The change is actually traceable to the change from composition by hand to composition by linotype machine, the machine having been the means of introducing a type of man, a mechanic rather than a craftsman, into the composing room. Almost of necessity, therefore, the young men from the universities have been welcomed into the newspaper offices. Generally they are poor men; for in the States the cost of maintenance at a university, the number of scholarships, the absence of the caste feeling which here prevents a student from earning money by the performance of services like those of a waiter, for instance, and other factors, enable men to obtain the advantages of university education who could not receive it in England. The sons of rich men frequently enter the profession, because of the flair of it; but, unless, like the son of the great Pulitzer, they have journalism in the blood, the attractions of their own sphere usually draw them far away from it.

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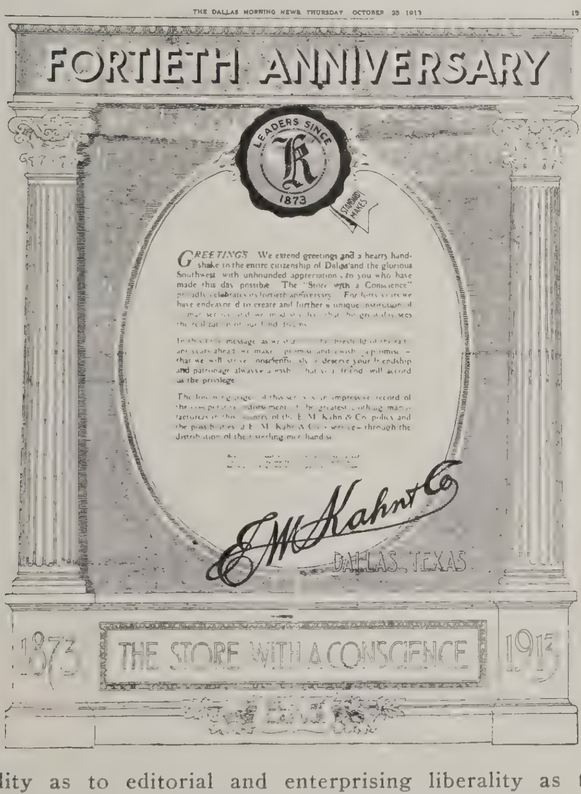
A GREAT TEXAS DAILY

A Nine-page Advertisement That Shows the True Texas Spirit

Texas has a number of excellent newspapers that have reached greatness with the growth of the cities, whose prosperity these newspapers have fostered and materially aided.

Our attention has been particularly called to the issue of the Dallas Morning News of October 28. It is a daily of metropolitan proportions and style, gotten up with ability as to editorial and enterprising liberality as to news departments, and with mechanical excellence.


THE DALLAS MORNING NEWS THURSDAY OCTOBER 23 1913
19
FORTIETH ANNIVERSARY
LEADERS SINCE
K
1873
STANDARD MAKES
GREETINGS
E. M. Kahn & Co.
DALLAS, TEXAS
1873
THE STORE WITH A CONSCIENCE
1913

This issue, however, is especially to be noted by the fact that it contains a nine-page advertisement by one local patron. Every page is artistically treated, and we reproduce the first page of the nine to show the style and as a model. Art certainly may have, and — as taught by Editor Samuel Bowles, of the Springfield, Mass., Republican, in his address printed in this issue — should have a place in newspaper making. This advertisement, as will be noticed, was in celebration of the fortieth anniversary of the store.

To have been for four decades in successful business, as an extensive merchandising establishment, in the new state of Texas, is something worthy of celebrating, and there is no better nor more profitable way to celebrate such a record than through the pages of a worthy daily paper, that has, doubtless, contributed much to the great success, and through which all the customers of the establishment are reached and given to realize and to rejoice in the signal growth and accomplishment.

We like the slogan of "The Store With a Conscience" adopted by E. M. Kahn & Company, as also the claims of "service," "sterling merchandise" and "truthful advertising." These are the things that tell for permanent and worthy success in every kind of business, and no less in newspaper making than in merchandising.

As indicated in the page reproduced, the words "an impressive record of co-operative indorsement," the advertisement is evidently of the co-operative character that has come somewhat into vogue of late years, as the manufacturing establishments whose goods are handled by E. M. Kahn & Co. have separate representation in the great advertisement.

Manufacturers and jobbers do well and wisely to second, back, and take part in the advertising of local dealers who handle their goods.

The mammoth advertisement, from a home mercantile establishment, testifies more eloquently than words to the ability of the Dallas Daily News as an ideal medium to demonstrate to its patrons the real power of advertising in its papers through carefully prepared and artistically displayed copy.

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SOLICITING OF FUNDS CONDEMNED

Office of United Typothetae and Franklin Clubs of America

Chicago, Ill., November 7, 1913.

National Printer-Journalist, Ravenswood Station, Chicago, Ill.

Gentlemen: At a meeting of the executive council of this organization, the enclosed resolution was adopted and the secretary was instructed to send a copy of same to the trade papers for publication.

Kindly give this resolution publicity in your publication.

Very truly yours,

S. EVANS CLARK,
Secretary, United Typothetae and Franklin Clubs of America.

Whereas, It has come to the attention of the Executive Council of the United Typothetae and Franklin Clubs of America that it is the growing practice of committees in charge of cost congresses, conventions and other gatherings of printers and the allied crafts throughout the country to solicit donations in support thereof, or request advertising in literature relating thereto.

Be it resolved, That this method of securing funds is beneath the dignity of the business, and subjects the craft to merited criticism, and that this Executive Council does not endorse this practice, but on the contrary desires to go on record as condemning it.

Be it further resolved, That this resolution be given to the trade press for publication.

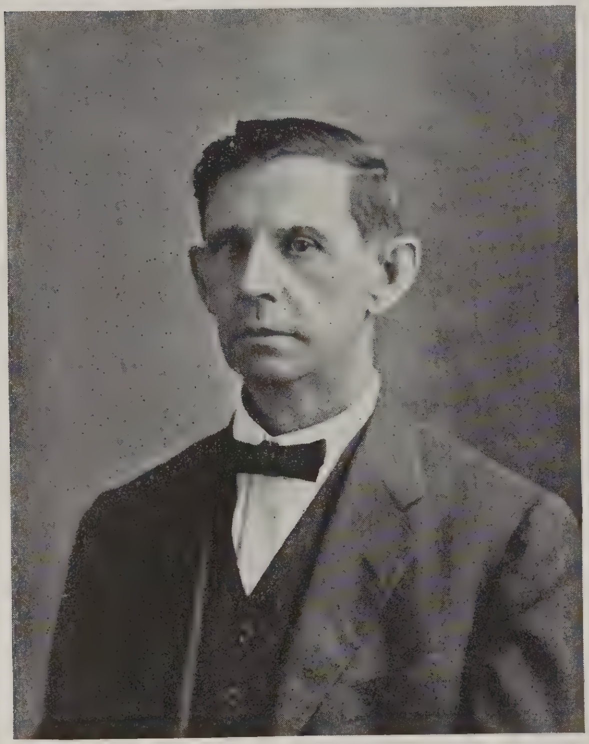
Advertising Agency of the National Editorial Association

By W. A. Woodring, Peru, Indiana

An advertising agency of a co-operative nature whose only business is to get advertising for the newspapers and to place it in such a manner as to get the best results for the advertiser and thereby make him more interested in newspaper advertising, is what the publishing fraternity needs and needs badly.

An Agency established and maintained by the newspapers would make the profits to the publisher greater and surer, and would, if anything lower the cost to the advertiser, for the big dividend-paying feature of the agency would be eliminated — in other words, the middleman who has controlled the situation would be cut out.

It has been and is the business of the advertising agency to secure the highest rate for space from the advertiser and then with an elaborate contract form get the publisher down to starvation prices. This leaves to the agency the cream which should go to the people who give direct publicity to the copy.


Wilford A. Woodring, Peru, Ind.

This is not a lengthy article, but details are not necessary on the matter, as the average business manager of a paper can fill in his own details from experiences with the elusive agencies. In connection with this it is known that many "mushroom" agencies never pay at all — the publisher always finds this out but not until after the agency has evaporated and another comes to take its place and repeat its methods. There is, to my mind, no argument against a co-operative agency that has for its purpose the getting of business — good business, and not the paying of dividends to agency stockholders out of the pockets of the publisher and advertiser.

Why not make the co-operative agency go further and establish a mild censorship over the bushels of free advertising that glut the lockbox of every newspaper publisher. Have the propositions submitted to the agency. The agency can investigate and advise all publishers as to whether the matter deserves free publicity or not. Then it is up to the publisher whether he is in business for his health or is too tender hearted to refuse it.

Biographical

Wilford A. Woodring was born at Thornville, Perry County, Ohio, August 8, 1850. Moved with his parents to Miami County, Indiana at the age of three years. The family located in the dense forest with but one cleared field within several miles of their log cabin home. The family moved to Neosho County, Kansas, in a prairie schooner in the spring of 1870, and returned to Miami County, Indiana, in the autumn of 1874.

After completing school days, Mr. Woodring was a teacher in the district, village and city schools for eighteen years, and ended this work as county school superintendent. On January 2, 1891, he entered the Peru Journal, a daily paper, as a half owner. He became business manager, which position he still occupies.

In 1894, while not relinquishing his hold on the Journal, he, with Col. George B. Lockwood, at present proprietor and editor of the Muncie (Ind.) Press, founded the Terre Haute Tribune, where Mr. Woodring remained a little more than a year, at which time he disposed of his interest in the Tribune and again took active charge of the business end of the Peru Journal.

* * *

"LOADED WITH GOOD THINGS FOR THE PRINTER"

Likes the New Educational Department

Office of the Ludtke Printing Works, Markesan, Wis.
November 11, 1913.

Mr. B. B. Herbert, National Printer-Journalist,
Chicago, Ill.

Dear Mr. Herbert: The current number of the National Printer-Journalist has just been received, and as usual it is loaded with good things for the printer and publisher who cares. It is with delight that we see the new Educational Department for Ambitious Typographers established in this month's issue, with J. L. Frazier, of Lawrence, Kan., in charge. I only know Mr. Frazier by his work, but by the many reproductions of his printing work that I have observed in the trade journals, I consider him one of the most expert typographers in the country, and I congratulate you on getting his services for your most excellent journal. I am sure that his department will be a most interesting one. When Mr. Frazier recently sent us an announcement of his book of specimens of artistic printing, "Nifty Ideas for Thrifty Printers," we mailed our check to him for a copy by return mail, so eager were we for samples of his work. We had the distinction of buying the first copy, so he told us. To say that we are highly pleased with the book is putting it mildly. If there is anything we wish for in our shop it is for more samples of his work, and now that you have secured his services for your journal, we are assured of more from him.

Wishing you and the National Printer-Journalist the success you deserve, I remain,

Very sincerely yours,
E. W. LUDTKE, JR.

* * *

THE MODEL NEWSPAPER

Mr. Samuel Bowles, of the Springfield, Mass., Republican, in an address before the students of the School of Journalism, of Columbia, N. Y., on October 25, declared that the model paper was one that contained not merely a few human interest stories, but was filled with stories that would create sympathy.

Business Management

Continued from page 860)

THE OWATONNA MOVEMENT

There is a new movement on among the business men — both manufacturers and merchants — of Owatonna, Minn. — a movement that speaks volumes for the future welfare of that little city.

One or two of the manufacturers of Owatonna (and a bank) are making a special study of costs in their establishments. They have learned of the cost game from E. K. Whiting, the publisher of the Chronicle-Journal, and a man who had the moral courage to " kill " his pet, " The Daily Chronicle-Journal," when by the use of the modern cost system he found that he was losing over three thousand dollars a year, with no chances of the daily ever paying for itself.

And how many dailies are being run at a loss in this country, and how many publishers, if they KNEW their cost would have the courage to " kill " their pets?

This bold business move on the part of Mr. Whiting aroused the whole community. Many good people criticised his actions as a blow to the best interests of the locality — a few called him a fool, and but only one or two thought he knew what he was doing.

It was on January 1, 1911, that The Owatonna Journal-Chronicle Company installed its cost system. At first Mr. Whiting thought the job department was the big leak. After " plugging " everything there that looked bad he found that even then there was a greater OUTGO than INCOME. Then he tackled the daily and weekly, studying them both together as one job. This led nowhere. Then he did the right thing — he separated the two papers, and to his great surprise and regret found his pet, the daily, the cause of all his troubles. It took ONE YEAR of faithful, honest study in a SMALL plant to find the place where the outgo more than equalled the income. Mr. Whiting did all he could to save the daily to the people of Owatonna, by sending out an advertising man and by raising advertising rates. But to no avail. By October, 1912, he decided to have a " killing," and announced this would occur with the November 16 issue, and it did.

Shortly after Mr. Whiting installed the cost system in his plant, the buyers of printing in Owatonna had to pay more for this commodity than ever before. They soon found, though, that instead of " doctorin 'a dyin' horse," they were playing a dead sure winner. And which is the best game, anyhow?

Mr. Whiting talks straight out to his townsmen — he tells farmers, bankers, manufacturers and merchants alike that they should ALL study COST if they would better succeed. His talks are beginning to count, for hardly a day goes by but what some seeker of light does not go to him for advice.

From time to time the subject has been discussed of forming an organization among the business men of Owatonna, a club or association for the sole purpose of studying the question of COST, first, as it applies to each separate business, and then in the big way.

Only recently did such a movement crystallize into something real.

Early this October the first meeting brought out only four.

This would discourage most people who were trying to start " something." But the followers of Mr. Whiting are not that kind of citizens. They kept busy injecting cost serum into their townsmen, until it began to " work right." Then a second meeting was called, October 24, and twenty-nine were present. A full set of officers was elected and plans outlined to have a course of lectures on business economics, with each business represented making a very careful study of cost in its own affairs.

The officers of the new association are Louis Klima, president; C. S. Barr, vice-president; H. W. Stout, treasurer, and W. M. Warren, secretary.

All members of this association are to work on the same identical lines.

And how can this be? Because the principles of cost finding are exact and applicable the world over to any kind of a business.

And why are they to do this?

They realize that as there are ten men in any community, so will there be found TEN DIFFERENT methods of cost finding — when in finding cost there can be only one very simple law to follow. By working to this principle, every business concern will be, so far as methods of COST finding are concerned, on the same basis. They believe in STANDARDIZATION OF BUSINESS.

Throughout the country there are many business failures each year. All society helps to pay for them. If Mr. Whiting HAD NOT the courage to have " killed " the daily when he did, IN TIME ALL of us would be helping to pay for his failure — whether we ever saw his publication or not. The cost system saved ONE failure — in that town — and made a solid financial institution instead, and the same methods applied will save many another business concern in that very same city.

COST ENTERS INTO EVERYTHING, from babies to locomotives.

When it is not POSITIVELY known what COST IS, we have not only business failures, but we have INDIVIDUAL or HUMAN FAILURES as well, for which we all help to pay dearly.

Owatonna will soon find that plants there that are manufacturing the SAME (duplications) products will shift these so that the plant the BEST equipped to make ("A") will become the specialty plant in that one line, and let the plant that is equipped to handle ("B") handle IT, and so on.

Merchandising houses will experience the same thing and certain wares now found in ALL the stores will be found only in a few, those few being the best, the most economical and desirable places, from the standpoint of the whole community, from which such articles should be sold.

In time the people of that little Minnesota city will go still farther in their search for cost knowledge — they will have their children in the public schools, especially in the manual training department, studying the principles of cost finding, so that on going out into the great world to take their places as world workers, they will be better able to cope with conditions as they may find them. Thus, Owatonna children educated along these lines will become not only better workers, but safe, sane business men.

And yet again ——

The good citizens of Owatonna will some day find themselves keeping true costs in the home — FOR THE HOME IS THE MOST IMPORTANT PLANT IN THE WORLD — this knowledge to assist in finding what it COSTS to rear a human being (something our great government does not know), and which knowledge will enable Owatonna's FUTURE citizens to know better what it COSTS TO PRODUCE LABOR. Such information will allow of a FAIRER SELLING PRICE for that most necessary and important commodity in the world — LABOR.

Brethren, why should not ALL people gather such information? And why should not the Owatonna citizens handle their wage question on that kind of a business basis — a "cost, plus" basis?

IF THEY DO THIS, THEIR COMMUNITY WILL, IN TIME, BE A THOUSAND TIMES BETTER OFF THAN ANY OTHER LIKE COMMUNITY.

It will be but the matter of a short while when other communities will follow the example of Owatonna. Then men will find out that ignorant competition will gradually pass away — the monster will die.

In its place a dutiful slave will come — the slave of a competition based on the accurate knowledge of cost. The "Owatonna Movement" means that some day the workers and employers of that little city will set down about the board together, and from cost records — the home records of the worker, and the plant records of the employer — play the game of business so that the RIGHT wages and working conditions can be had by the worker, and a RIGHT profit be had by the employer, the entire business of the community being done on the honorable, true business basis of "cost, plus."

All hail to the Owatonna Movement!

* * *

Mr. R. A. Austin Leigh, of London, England, before the convention of the United Printers' Association of Sweden, held in Gothenburg, August 27 and 28, said in part:

"The proof of the pudding is in the eating, fits on the cost finding system, I assure you, and in my country — I don't hesitate to say so — the system has shown us precisely how much our machines produce and how much they could be made to produce, as also it has helped us to make the same quantity as before with considerably less machines."

Yes. And some day, by the use of the cost system, ALL manufacturers, whether printers or not, will find out that they are over equipped with machinery, or that they have equipment, all of which should be discarded and new labor-saving devices installed.

This will INCREASE the HOUR COST, but DECREASE the JOB cost.

Which would you rather do, dear reader, pay for forty hours at $1.00 an hour, or for thirty hours at $1.25 per hour?

It is safe to say that the "forty hour" condition prevails in the majority of manufacturing institutions in this country?

To get plans to the "thirty hour" condition is the mission of the cost system.

The "high cost of living" (in other words, the high cost of production) demands that this thirty-hour condition be brought about as rapidly as possible.

* * *

Holding Their Own (?)

The average business man, manufacturer and otherwise, are like a certain company of United States soldiers who were on a drill down near the Mexican border.

The day was a very hot one for so long a hike, dusty the road and burning the sun. Along about noon a lone rancher was met.

"Say, how far is it to Smithville?" asked the jaunty captain.

"I reckon about two mile," was the response.

The soldiers trudged along, the way to them seeming hotter and dustier than ever, if such a thing was possible. Another hour passed by, when they met a second rancher.

"Say, you fellow, how far is it to Smithville?" asked the now disgusted captain.

"Wa-all, let's see, wa-all — I reckon jest erbout tew mile farther on," was the lazy answer.

The soldier boys pulled themselves together for a new effort, and it had NOW become a real effort, to march with knapsacks and guns weighing a ton apiece. After a long, long, steady, weary march a third rancher was met, and of him it was demanded:

"Say, you rustler, do YOU know how far it might be to Smithville? Do you KNOW?"

"Do I KNOW how far it mout be to Smithville? Well, I reckon I does. It is jest erbout tew mile yander."

"Be gobs," spoke up the little red-headed, bow-legged, pigeon-toed Irish sergeant at the end of one of the lines, "Be gosh, thank the Howly Saints, we're able to be a-howldin' our own."

Yes, the average business man is like this company of soldiers — plodding along the ruts of life amid all the hot sands, fierce winds, and burning suns of the business world — dragging on toward (?) Profitville, being guided all the time WITHOUT true and accurate records and BY those people going in the OPPOSITE direction.

Mr. Business Man, in what manner are YOU "howldin' yer own"?

Or are you doing worse than that?

* * *

RECIPROCITY AND CO-OPERATION

W. G. Martin is the new secretary of the Ben Franklin Club of Cleveland, and is doing good work, as evidenced by the News published by the club. We take the following from the October number of this little but active agency for the promotion of the work:

"A member of this organization derives benefits exactly in proportion to what he puts into it. Give it a little attention and you will be paid ten-fold in benefits derived from co-operation.

"This is an age of co-operation, and wide-awake business men are realizing more and more the necessity of getting together so that, through working together in unity, protection against the forces which prey upon the unprotected may be afforded. Men have learned through association with one another that their competitor, in most cases, is not such a bad fellow after all, and can more readily be trusted to do the fair thing than the purchasing agent who often leads you to believe that your competitor is using underhand methods in order that he, the purchaser, may gain a better price through your dislike for your competitor, of whom you believe almost anything and give never a chance for explanation.

"The time is rapidly disappearing when purchasers of goods can line one competitor up against another and succeed in getting them to cut the bottom out of prices regardless of cost. Confidence in one another is being restored to its normal balance. A business man realizes today that the interest of his fellowman affects himself to a great degree, for a demoralized competitor means in turn demoralized competition, and that in turn means a demoralized line of trade, which is destructive to every person engaged therein. The solution of the problems facing the printing business can be arrived at only through the hearty co-operation of all those engaged therein, and this we can safely rest assured of, for where is there a man who can sink so deep into the mire of despair that he does not hope for better things. Get into the band wagon and work and you will remove the obstacles which confront you in short order. Work shoulder to shoulder with your fellowman who suffers from the same abuses as yourself, and the resulting benefits will be sure and lasting."

At the September meeting of the club, among other speakers was A. F. Sheldon, founder of the Sheldon School, who referred to co-operation as a test of sanity. It shows a normal frame of mind.

* * *

CO-OPERATIVE EFFICIENCY AND HIGHEST EFFORT

At a banquet of the members of the traffic department of the Associated Press from Missouri and Kansas, at Kansas City, Milton Garges of Chicago, division traffic chief, declared that: "The Associated Press has grown to be the greatest news gathering organization in the world, simply because every man in its employ, both the editorial men and the telegraph operators, co-operate. The public does not know much about the Associated Press, but when the great papers of the country want to impress their readers with the veracity of a report they place a little line 'by the Associated Press' over the story, and that means that the story is true, written by men unbiased in opinion, and hurried to the newspapers in the quickest possible time by the fastest telegraph operators in the country."

Tells of Dayton Hardships

Garges told of hardships suffered without murmur by Associated Press employes during the Dayton flood, where men were forced to wade through water neck deep, climb shaky, dangerous telegraph poles that wires might be tapped and a story of the disaster hurried to the newspaper readers of the country.

Edgar T. Cutter, manager of the Kansas City office, spoke of the spirit and zeal existing among the men to do their utmost, regardless of hardship or danger, the work in hand, and to be always ready, saying, among other things:

"The man who reaches the top in our business is the man who does his work every day to the best of his ability. We are all here to help one another. The association demands the best of every man. Don't think because you are on the 'line' in a small town that your work does not count. You can never tell. Tomorrow may make your office the most important one in the service. The story of the year, demanding your highest effort, may break before you are back home. You must be able to meet it; to lay that story in the hands of the telegraph editors of papers from New York to San Francisco in the quickest possible time."

There are no other things so important in newspaper making or in printing, for that matter, than hearty, loyal, co-operation among workers and a determination on the part of each to do his best, with deep conviction that each is responsible for worthy accomplishment and for the worthy success of the publication or of the office.

* * *

Charles F. McElroy, after serving the Ben Franklin Club of Cleveland, Ohio, efficiently for several years, retired from that office in September. Upon retiring he gave a review of the work for the past two years, complimenting the members upon their accomplishments during that time and assuring them that although he was about to leave for fields far remote, his heart would still be with the Ben Franklin Club of Cleveland. At this juncture President Cannon, on behalf of the board of directors, presented Mr. McElroy with a fine stickpin, a moonstone set in platinum, as a token of their esteem.

Mr. McElroy is now with the Geroge E. Lee Company, 1603 Monadnock Building, Chicago.

"Advertising—Good and Bad"

A Live Business Men's Association Making Good

HARTFORD, Conn., is not only a beautiful city, bright, clean and up to date as to streets, boulevards, parks, handsome buildings — attractive in architectural design, well built, imposing in appearance and substantial in construction — with all modern public institutions and utilities, well equipped and well conducted, but it is, as might be expected, a city known for the intelligence of its inhabitants and the high character, enterprise, public spirit and Yankee thrift of its business men, financiers, manufacturers, underwriters and bankers.

Naturally such a city has a progressive Business Men's Association and, just as naturally, that Association gives intelligent attention to the important subject of advertising or profitable publicity. Through the courtesy of a gentleman now known as "Souvenir Taylor" on account of the publications which he issued, but whom we knew, many years ago, as a newspaper publisher and the organizer and secretary of the Connecticut Weekly Press Association, we have been favored with an account of the proceedings of the Hartford Business Men's Association, published in the Hartford Courant of November 12, 1913.

Many reports were made and subjects considered, among others, suggesting a chance for editors of home papers to bring similar matters up for consideration by the business men of their respective cities or communities, were the following: Transportation; Freight Rates; Credits and Collections, a Red Book System; Preservation of the City Hall; Report of Delegates to State Conventions; Atlantic Deep Waterway; Reception of the Boston Chamber of Commerce, and so on.

The principle feature, however, was the address, by George R. Hopkins, on "Advertising — Good and Bad," from which we present the following instructive paragraphs, the teachings of which it will pay publishers and printers to heed and to reproduce for the benefit of their business men and the members of all callings, for all must succeed through legitimate publicity:

Newspaper Advertising

Of the many forms of printed publicity offered you, newspaper advertising is the most extensive and the least expensive in the proportion of the number of people directly reached. I know that the men whose advertising bills run up into hundreds of dollars a month will wonder what I mean. But, tell me what other form of publicity can you purchase so low as a cent a square inch for every thousand of people reached? At the same time, when you are paying from 28 to 42 cents an inch a day, it is absolutely necessary that the copy or announcements of your business be effectively put before the people, or you will join the crowd of discouraged advertisers, who say that "advertising don't pay," when the fact is that they are not doing the right kind of advertising for the money spent.

If you have the ability and knack of writing effective advertising, be sure and use live copy, changed daily if possible. If you are not an ad writer, or if you can write ads and yet have not the time to do it regularly, it is money in your pocket to secure the services of some man who makes a business of this kind of publicity.

Whatever you do, have your advertising distinctive, original and truthful. Do not follow in the wake of others, and do not imitate. I am a strong believer in a well selected mailing list. Many of you have on your books the names of hundreds of people who have traded with you and can get the names of others who would be interested in the lines of merchandise you handle. I believe it is a good thing to mail a personal announcement to such people as these, every little while, showing them the advantages that you have to offer. But whatever you do, do not use cheap printing simply because you can get it at a cheap price. It is no credit to you. It is no more a good advertisement for you than a drunken man in the gutter would be in front of a saloon.

Making Good Is Good Advertising

The word "advertisement" comes from the Latin, "ad verto," which means "to turn to or draw attention toward" anything. Every act that we perform, and every word that we say, is an advertisement of ourselves, which attracts men to us or repels them from us.

The storekeeper who is industrious, courteous, energetic, whose store is well lighted and attractive, whose clerks are attentive and more interested in serving customers than they are in discussing their own private affairs among themselves, whose stock of goods is complete and well arranged, whose show windows are clean and frequently rearranged with new goods, will be sure to draw trade to himself, no matter where he may be located.

You know there are three ways of spreading news quickly — telegraph, telephone, and tell a woman.

You, each one of you, go to some particular store for your clothing or shoes, or to some barber shop, not because you can purchase your merchandise at a less price there than elsewhere, but because you enjoy and appreciate the attentive service given you by the men behind the counter.

I have in mind a printer in this city whose place of business is over a mile from the retail center, and yet because he turns out splendid work, charges only a fair price and delivers you your printing at the time promised without fail, has built up a fine business. On the other hand, I have occasion to pass by every morning a drug store, located on a busy corner, which is plastered over with cigarette signs, candy signs, patent medicine signs, trading stamp signs, and the interior of the store wears the same discouraged appearance. To me the sign "We Give Trading Stamps," is a confession of weakness and is mighty poor advertising.

I know that some of the largest stores do hand out trading stamps, but these are the exceptions that prove the rule. The money spent for trading stamps, if invested in some other form of publicity, would bring much larger returns.

IDEAS FOR PROGRESSIVE TYPOGRAPHERS AND COMPOSITORS' ROUND TABLE

Type, Border and Decoration

By J. L. Frazier, 604 Kentucky St., Lawrence, Kansas.

NO small portion of the business of the average printer is the printing of business stationery — letterheads and envelopes. For the reason that the two items are one, in a way, and wherever the envelope goes it carries the letterhead, the two will be considered together. A further reason for this is that, being companions, they should be treated in the same typographical style in order that they will form a harmonious whole. Perhaps no law of typography is violated more than the practice of printing the letterhead in one style of type or in one arrangement and the envelope in another. This is inexcusable, uncalled for and a detriment to the trade. If the printer would educate his customers in this respect, show them neat letterheads and companion envelopes treated in the same style, I am sure there would be fewer government printed envelopes used and, consequently, more work for the local printer. No man who is capable of conducting a business of any importance is so blind that he cannot see the improvement thus brought about in stationery. He has only to look a little farther to see that it is an advantage from a business standpoint. You need only look over your own mail to see this. There are, for instance, ten letters in your morning mail. Nine of them are government printed, all in the same style of type. the other is **different.** It is printed in two colors of ink, on a tinted paper, perhaps, and there may be a cut of the product of the firm that is writing you printed thereon. Does not that envelope stand out above the rest? You know, unconsciously perhaps, the firm's name is being stamped indelibly upon your mind. When you are ready to buy the item that firm manufactures, or sells, it is a five to one chance you will buy from the firm sending out the distinctive stationery. Why? Simply because the little impression is still on your mind and as a consequence that firm is the first one you think of when you want what they sell, or make. It is sub-conscious, perhaps, but there just the same.

I hope all who read these lines will take up this matter the next time they go soliciting. If the United States government insists on continuing a competitor to the very best class of her subjects my advice to the printers is to meet that competition on the basis of quality which after all is the only proper way. You may take a job away from a competitor by cutting the price but that is about all the good it will do you. Once, however, you have won a customer through the merit of your work he is yours to stay.

Take great care of the stationery of your clientele; make it so good that he will consider it a trade mark almost, if not one of the assets of the business, and I know your competitor will not be able to budge him. If a business man once gets what he wants in stationery it is about as hard to budge him as it would be to set Pike's Peak down in the middle of Lake Michigan. Pretty strong statement? Yes, but I have tried it and perhaps you have also. I have tried it when I knew I could give the customer better work but he was satisfied. That's the word — make your customers satisfied and their feet will wear a beaten path to your door.

* * *

Appropriateness is a prime consideration in the printing of business stationery. Perhaps in no other branch of the business is it more important and I am sure in none other is it more often violated. Different businesses call for different treatment. This fact is generally known to typographers and yet some of the best, through thoughtlessness, make weird blunders.

I once heard of a letterhead executed by a printer in a small town, a prominent part of which was the line "PVRE BRED DVROCK JERSEYS." He must have seen the "V" used in some such phrase as "PVBLIC LIBRARY" where it could have been used in the inscription above the door or on the old brass dedication placque with perfect propriety. The early Roman printers, Jenson and Aldus, used the "V" instead of the "U" because they had no "U." Jenson fashioned the types he used after the inscriptions on the ancient Roman buildings and the letters of the scribes and at that time the letter "U" was not a part of the alphabet. Jenson was the father of the Roman type face. There are a few, a very few instances, in which the capital "V" can be used instead of "U" with propriety but one of them is not in connection with swine. If used at all, and I do not advocate it, the work in hand should have a historical interest — the public library for instance. Then, too, it should never be used with any type save old style Roman and never on anything but antique or handmade papers. The above is cited merely as an example, my idea being to impress upon the readers of this department as emphatically as possible the need for appropriateness.

When the printer takes up a piece of work and plans how it should be set he should invariably ask himself this question, "Is it appropriate?"

⁂

Various elements enter into the construction of a letterhead or envelope. The advertising element is very often important, especially so when the firm sending out the letters does the bulk of its correspondence with its customers. For example, a wholesale grocery house does the bulk of its correspondence with grocery stores in its territory. It is good business, then, for the wholesaler to boost with a cut on his stationery, perhaps, some special brand of canned goods or coffee, so that whenever he writes a grocer that individual will think of the article. The grocer buys that brand of goods, all right, but he, in direct contrast with the wholesaler, does very little writing to his customers and would be very foolish to boost the brand on his stationery. If he should do so the wholesale house would see in a minute that he was pretty strong for the goods and the grocer would have little luck in getting "a price." Wherever the bulk of a firm's correspondence is done with its customers the advertising element enters and deserves much consideration.

Then there is work where the art element is essential. A little thought on the part of the printer and his best judgment will show him where. For example, however, I want to make a comparison. Music is an art and all printing pertaining to it should be slightly decorative and above all, artistic. The same might be said of the printing for literary societies, arts and crafts stores and everything wherein there is an artistic consideration.

It is a mistake to set the letterhead for a hardware store, machine shop or foundry in the same style type as that used for a Music Club. Plain, stern type is the best for the stationery of a firm whose stock in trade is hard, rough iron and it is a mistake for the printer to be "fancy" in the treatment of this class of work. It should be artistic the same as all work, that is from the standpoint of established typographic principles, but in no case should it be decorative.

The banker's printing should show strength. About all a doctor wants on his stationery is his name plus M. D. in very small type. He, in common with attorneys, architects, dentists, teachers, etc., are known as professional men, and the usual treatment for the stationery of such is small, plain type placed in a small group in the center of the heading or in the left corner.

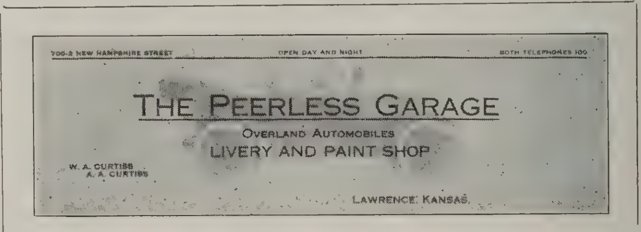
The stationery for the theatrical profession should be highly attractive in keeping with the spirit of the profession which is exemplified in the bright costumes and cosmetics. Many printers in trying to satisfy the demands of the performers in this line make the designs too gaudy and thus run a grave risk of inharmonious type and color schemes.

Real estate men demand striking effects in their stationery. They are great advertisers and want to make sure that their letters receive proper attention.

I could go on and cite further examples, but the above should serve to start the progressive printer to thinking, and that done, the rest is easy. Following are some specimens that explain some of the ideas I have mentioned and some that bring further facts to the fore.

⁂

There is no special manner of handling the letterhead for the garage or automobile dealer, coming as it does under the head of general business style, and the compositor has a wide latitude in arranging his display. Strength should be apparent, thus allowing the use of strong type, but plain letters should be the invariable rule. In exhibit 1, I present a letterhead suitable for this line of business. The cut is printed in light blue tint back of the subject matter, which is in bronze blue, and upon a blue or white paper this makes a very effective heading. I am sure more pleasing results could have been obtained had the words, "Peerless Garage" been printed in a size smaller type, eighteen point, and the rule underneath that line omitted. It should prove a good suggestion to printers, and I am sure those who arm themselves with a good pencil layout of the idea can approach their local garage with a good chance of success in landing an order. The idea of printing a cut in tint back of the subject mat-



706-8 NEW HAMPSHIRE STREET
OPEN DAY AND NIGHT
BOTH TELEPHONES 100

THE PEERLESS GARAGE
OVERLAND AUTOMOBILES
LIVERY AND PAINT SHOP

W. A. CURTISS
A. A. CURTISS

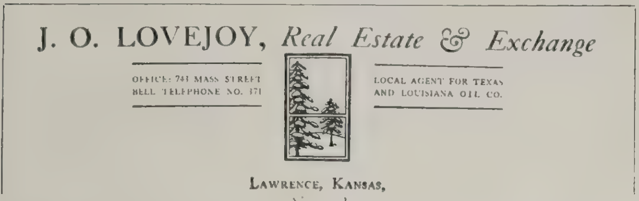
LAWRENCE, KANSAS.

No. 1

ter is not a new one, but is very effective, and could be used for other lines of business as well.

* * *

The letterhead for J. O. Lovejoy, Example 2, shows a pleasing manner of placing a cut in a letterhead. The cut is a trifle dark to obtain perfect tone harmony, hardly enough to mention, and yet I cannot refrain from saying that the heading would have been better had the ornament and the four parallel rules been printed in a light green. A more even tone would thus be obtained and the evergreens placed in their natural color. Real estate dealers are great advertisers, and catchy ideas in typography always appeal to them.


J. O. LOVEJOY, *Real Estate & Exchange*

OFFICE: 741 MASS STREET
BELL TELEPHONE NO. 171

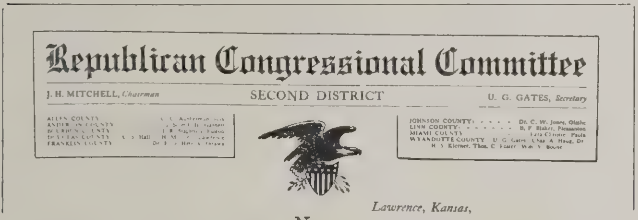
LOCAL AGENT FOR TEXAS
AND LOUISIANA OIL CO.

LAWRENCE, KANSAS,

No. 2

* * *

A very pleasing arrangement is the letterhead for the Republican Congressional Committee, here reproduced as Exhibit 3. It is symmetrical throughout and the party emblem is placed at the best possible position. I cannot conceive of a better way to handle the copy. I do not favor panel arrangements as a rule, for too often in such cases the matter is made to fit the design, which is a decided error and the cause of many weird arrangements. In this case, however, it gives the appearance of having been thrown about the design as a final touch, and is pleasing. Printers will do well to study carefully this design.


Republican Congressional Committee

J. H. MITCHELL, *Chairman* SECOND DISTRICT U. G. GATES, *Secretary*

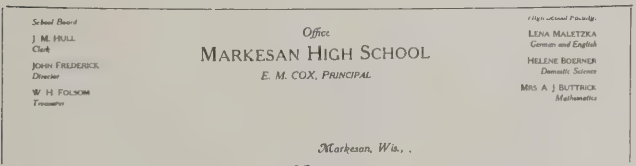
JOHNSON COUNTY: - - - - Dr. C. W. Jones, Olathe
LINN COUNTY: - - - - - - B. F. Blaker, Pleasanton

Lawrence, Kansas,

No. 3

* * *

Exhibit 4 shows a splendid manner of handling a letterhead for a high school. The names of the members of the board of education and the teachers' names are placed on either side of the heading and the names are given prominence by being set in capitals. I believe the heading could be improved by setting the name of "E. M. Cox" in regular caps instead of Italic caps, and the word "Principal" in Italic lower case, just as the other names are, giving it special prominence through the use of the larger size of type. The design is by C. W. Ludtke, of Markesan, Wisconsin, who does splendid work. He is located in a very small town, but, judging from the work he has sent me, his equipment would do justice to a place many times the size of Markesan.


School Board

J. M. HULL
Clerk

JOHN FREDERICK
Director

W. H. FOLSOM
Treasurer

Office
MARKESAN HIGH SCHOOL
E. M. COX, PRINCIPAL

High School Faculty.

LENA MALETZKA
German and English

HELENE BOERNER
Domestic Science

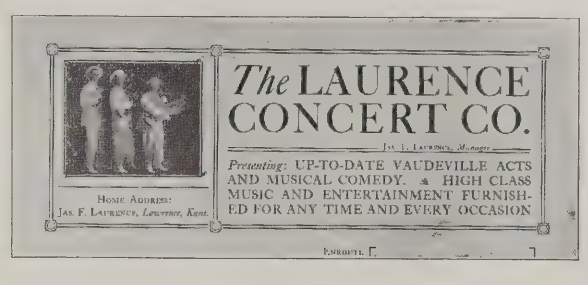
MRS. A. J. BUTTRICK
Mathematics

Markesan, Wis., .

No. 4

* * *

I am reproducing the letterhead of the Laurence Concert Company, Exhibit 5, because it shows how one can meet the demands of the performers in this line and yet keep within the bounds of good typography. It is striking, large and "showy," but, on the other hand, it is correct typographically, and is a good example to follow in the printing of stationery for theatrical people. The odd position of the manager's name adds novelty to the design. The original was printed in orange and black on buff stock, which, by the way, makes a very effective color combination.


The LAURENCE CONCERT CO.

JAS. F. LAURENCE, *Manager*

Presenting: UP-TO-DATE VAUDEVILLE ACTS AND MUSICAL COMEDY. HIGH CLASS MUSIC AND ENTERTAINMENT FURNISHED FOR ANY TIME AND EVERY OCCASION

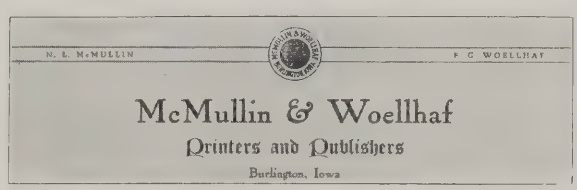
HOME ADDRESS:
JAS. F. LAURENCE, *Lawrence, Kans.*

ENROUTE

No. 5

* * *

When one considers that there are large firms who consider their trade-marks a leading resource of the business, the importance of these little devices is apparent. Many printers have them, and they are placed on the product of the plant so that those who see the work will know who did it. McMullin & Woellhaf, Burlington, Iowa, have a very fine work mark, and they use it religiously. Being good printers, this mark is never seen on poor printing, and I am sure it brings to their plant much business. In their letterhead, Exhibit 6, they have used this mark


N. L. McMULLIN F. C. WOELLHAF

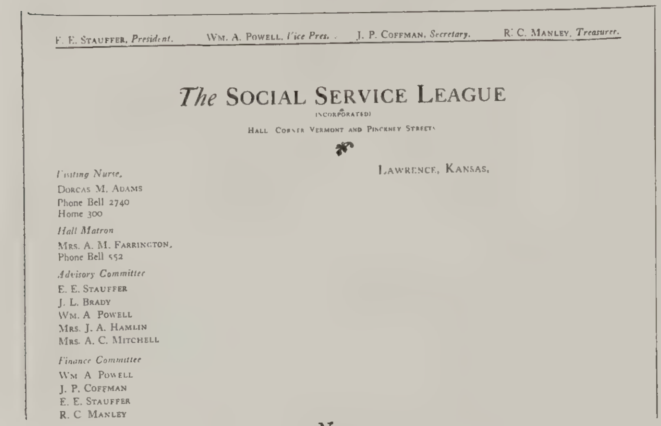
McMullin & Woellhaf
Printers and Publishers
Burlington, Iowa

No. 6

to good advantage. The names of the two members of the firm are very happily placed between the rules at the top of the design. It is a splendid example of a printer's stationery.

✣ ✣ ✣

I am reproducing the letterhead of the Social Service League, Exhibit 7, because it shows an attractive and unusual way of handling a letterhead where there are many names. Placing the names along the side of the sheet as in this case relieves the congestion that would result had they been placed at the top with the rest of the matter. In the original this was a very attractive heading, the rule and ornament being printed in light green and the type matter in brown upon white stock.



F. E. STAUFFER, *President.* WM. A. POWELL, *Vice Pres.* J. P. COFFMAN, *Secretary.* R. C. MANLEY, *Treasurer.*

The SOCIAL SERVICE LEAGUE
(INCORPORATED)
HALL CORNER VERMONT AND PINCKNEY STREETS

LAWRENCE, KANSAS,

Visiting Nurse,
DORCAS M. ADAMS
Phone Bell 2740
Home 300

Hall Matron
MRS. A. M. FARRINGTON,
Phone Bell 552

Advisory Committee
E. E. STAUFFER
J. L. BRADY
WM. A POWELL
MRS. J. A. HAMLIN
MRS. A. C. MITCHELL

Finance Committee
WM A POWELL
J. P. COFFMAN
E. E. STAUFFER
R. C MANLEY

No. 7

✣ ✣ ✣

A Few Suggestions

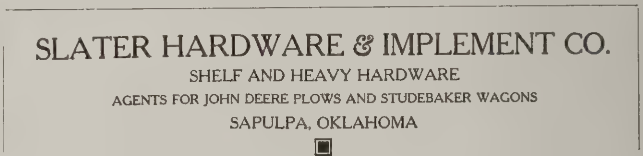
It is a mistake to use too much matter on a letterhead. In the first place it increases the difficulty of securing a pleasing arrangement and, second, important features are liable to be overlooked in the maze of many and varied attractions. It is well, then, for the printer to quietly suggest to his customers who err in this respect that they eliminate all unnecessary information. The most effective letterheading is secured by using simply the name, address and business of the company, together with a few words about the product of the firm if the advertising feature is desirable.

✣ ✣ ✣

Good paper should invariably be used in the production of business stationery. The letterhead gives the recipient an insight into the character, business stability and financial condition of the writer and good paper is just as essential in correspondence as clean hands and a smooth shave are in mouth to ear conversation. I have often found that when a customer seems intent upon buying the cheapest paper I can often win him over by comparing a sheet of the cheaper paper at the side of a sheet of good quality. In a thousand letterheads the difference can hardly be more than $1.25, and properly solicited no business man will let that stand in the way of better stationery. Once using the better grade he cannot help but be pleased, and the chances are that you have won a regular customer.

✣ ✣ ✣

C. W. Harmony, Sapulpa, Okla., sent in specimen 8, a letterhead for a hardware firm. It is very appropriate for it shows strength, a very desirable quality in the printed matter for a hardware house. It is plain, too, and artistic without being decorative. I would like to know what the Slater Hardware people would think, however, if they should receive a letter from the John Deere Company saying they had decided to give the agency for their line to another local hardware dealer. I know a clothier who spent hundreds of dollars advertising a line of clothing. Then one of his competitors offered to buy more suits than he was buying and got the line, reaping many of the benefits of the advertising of the less astute clothier. That clothier now tears out all the labels from the clothing when it comes to him and substitutes labels bearing his own name, and in his advertising he never mentions the maker.

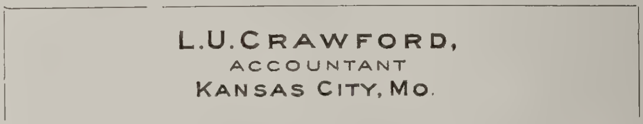


SLATER HARDWARE & IMPLEMENT CO.
SHELF AND HEAVY HARDWARE
AGENTS FOR JOHN DEERE PLOWS AND STUDEBAKER WAGONS
SAPULPA, OKLAHOMA
▣

No. 8

✣ ✣ ✣

I am showing Exhibit 9 because it represents the approved style for the stationery of the professional man. All the foundries have type faces that are good imitations of engraved letters and these are the best for this class of work. A good pressman can take one of these forms and accomplish results that are difficult to distinguish from the real article.



L. U. CRAWFORD,
ACCOUNTANT
KANSAS CITY, MO.

No. 9

✣ ✣ ✣

EDITOR TO SPEAK TO JOURNALISM TEACHERS

Charles Dillon, formerly head of the Department of Industrial Journalism at Kansas Agricultural College, and now managing editor of the Capper farm papers, Topeka, will speak at the coming meeting of the American Conference of Teachers of Journalism at the University of Wisconsin, November 28 and 29, on "The Kind of Men that We Need in Agricultural Journalism." The subject will be discussed by A. W. Hopkins, formerly editor of the Wisconsin Farmer, now professor of Agricultural Journalism at the University of Wisconsin.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass.

O. BYRON COPPER, before he was the veteran contributor to the National Printer-Journalist that he is now, said, in writing of a matter respecting which we were not in full accord, that he was glad I read his department. I wonder if he reads mine? — for I should be glad indeed if any feeble inspiration from this source may have set his mind to work so that the finished product is such advertising as the three-column ad shown as 1. On the pure reading matter that sets off this open ad handsomely Mr. Copper wrote: "Just to show you I practice my belief in publicity." The ad is from the La Crosse, Wis., Tribune, evidently an "esteemed contemporary" of the Bi-County Argus. The wording of the advertisement is a particularly clever appeal to readers of the La Crosse paper, and the allusion to the lower rates of the Argus as compared with those of the Tribune is delicate and humorous. Such an ad won't hurt the Tribune — in fact, it gets $5.00 for it — and it is sure to help the Argus.

I Believe in Newspaper Advertising

NOTE —I didn't have my picture printed here because I think I'm especially smart or good looking, but simply to attract your attention.

¶ As I told you before, I believe more implicitly in the advertising efficacy of my own newspaper than in that of any other, because I am personally aquainted with the many results secured for Argus advertisers; but I have a good deal of faith in this Tribune, too, because I got results from that first ad. of mine. I have faith and I got results, else I surely wouldn't dig up $5.00 of good money for these twenty inches. You La Crosse business men (who are the boys I want to reach) can buy twenty inches of space in The Bi-County Argus for only $1.60. The rate is only 8c the inch; circulation 1,000 copies weekly.

¶ The Bi-County Argus is a weekly newspaper published at De Soto, Wis., thirty miles south of La Crosse, and circulates in a territory tributary to the Gateway City. The La Crosse Business Man who isn't advertising in the Argus is neglecting an opportunity to increase business. Make a bid now for fall trade.

WRITE TODAY FOR SAMPLE COPY

O. BYRON COPPER, DE SOTO, WISCONSIN

No. 1

I do not know how De Soto merchants like the idea of La Crosse business men advertising in the Argus, but its columns are doubtless open to them as well; and in these days of intercommunication there is really too much of a disposition on the part of local business men to censor the advertising columns of their newspaper. I do not know anything about the Wisconsin field, but in others, I have noted that the strenuous kicks about mail-order firms advertising in the local press came from the merchants who did not patronize their local paper to anything like the extent they should for their own benefit, let alone the newpaper's and the community's. Possibly the De Soto business men are not competitors of the La Crosse advertisers, anyway; but if they are, it is up to them to show the advantages of trading at home. The best local advertisers I know use the columns of their local papers freely, and of other papers if they find it to their advantage; and their concern as to competitors works itself out in an effort — generally successful — to give better service. And there is some service that no outside advertiser can give the people of a local community.

I like to see the local advertiser who is active in looking after the consumers' interests get the local trade he deserves; and other things being equal, he generally gets it if he is a good advertiser.

This subject is a large one, and the voice of the consumer, who is "the ultimate sufferer" in these days of high living, is seldom heard in the discussion.

As to the typographical appearance of Mr. Copper's ad, Mr. Hanson would agree that it is typographically handsome. Mr. Frazier would admit that its "treatment" is in keeping with that required of a printer's announcement — so many newspaper publishers who are also printers seem to forget the latter fact in preparing an ad for a newspaper. And as a piece of composition which modulates a good "talk" properly, it is first-rate.

* * *

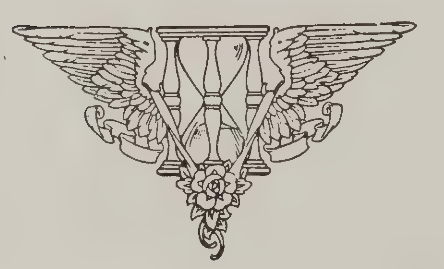
A Printer Who Has Kept Up to Date

On the walls of my workroom is a little motto, with an individuality pervading it; which, moreover, extends a message from a worker to other workers. It has been there for at least ten years, wherever that workshop has happened to be, appended to a poem that was written and put into type by Louis Arnold Ewing, which matches the motto slip in color-scheme and in sentiment. It is a little above the center of a piece of deckle-edge cover stock, and is taken from its place on the wall only to be passed along to the National Printer-Journalist for reproduction (No. 2), after which the editor will return it to me to be again attached to the poem, which I had reproduced years ago. The motto slip is evidently the last page of a folder or a booklet — it is so long since I received the job, the remainder of which was presumably reproduced in this department, that I forget what it was like in its entirety. But I do not forget the maker, who, as I said, put his individuality into the production. And this week I received two other jobs from this original printer, whose work has not been submitted to me for years, and knew the design on the envelope for his ere I had noted the stamp or the postmark. "An International Print-Shop" was the wording of the design — but it was its character that impressed me before its wording — some small fraction of a second before, but a long enough period to be appreciable. This could come from no one but E. W. Johnston, Jr., manager of the Review Company, Bridgeburg, Ontario, Canada, whom I had the pleasure of meeting personally when I lectured before the Ontario Employing Printers' Guild seven years ago.

A man should love his work, for that which he loves
to do he will do well.

No. 2

writing and making of engravings to the printing and binding. This work is done by trained advertising men and we guarantee high-grade *effective* productions.



We offer you the services of our organization and equipment. . . .
When in need of Printing of any kind a request will quickly bring our representative to you. . . .

THE REVIEW COMPANY
Business-Building Printers
BRIDGEBURG, ONTARIO, CANADA

E. W. JOHNSTON, Jr., Manager Bell and Welland Phones

3a

THE WISDOM OF THE EXPERIENCED

WHEN you want printing make up your mind what you want, go to some one who has demonstrated he can give you what you want, when you want it, and at a fair price. Don't shop around, get a lot of estimates, then think the lowest is the cheapest. Paper is a staple article: a printer of known ability commands a fair price for his service, and gives value received. Five good printers will figure on a specified job and not vary more than five per cent. If five estimates run in the neighborhood of five hundred dollars and the sixth is three hundred and seventy-five dollars, hesitate before you give the work to the three hundred and seventy-five dollar man. The chances are that you will be out more than the difference in the end.—*William E. Irons, in the Ad-League Bulletin.*

Good printing need not necessarily cost very much more than bad printing—indeed it need not cost any more. Actually, it never costs so much. And this is for the simple reason that what you pay for that produces what you have to have is cheap; and no matter how cheap anything is, it is dear at the price if it doesn't serve the purpose.—*Marshall Cushing.*

Advertisers are over-looking many a good sale by not doing more or better direct-mail work. Direct-mail advertising has certain advantages not obtainable through any other kind. You can concentrate with it on all or part of the prospects in a field without any lost motion.—*Tim Thrift.*

A successful mail order business, says one, needs a good letter writer. So does every business. But every business needs good stationery, first.—*Schaufele's Monthly.*

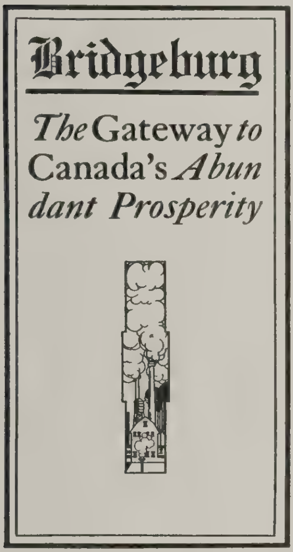
3b

"An International Print-Shop" is a large and very handsome booklet, mostly printed in black and lake on dark stock, with a cover very artistically lettered, embossed, composed, and printed in two colors and gold. The first two and the last two inner pages are on white plate stock, the second page having a handsome vignette of the imposing office. The page ending the original matter in the booklet is reproduced as 3a. The ornament, the line "Business-Building Printers" and the rule are red, the remainder green; the stock is dull-finished. It, as well as the other beautiful pages, gives an idea of the effectiveness to which the text draws attention.

Another page in red and green (3b) gives some quotations that are especially pertinent to the printing business as it is understood today by those who understand it.

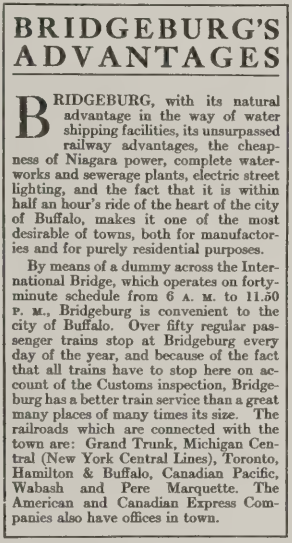
The first page of a smaller booklet is shown as 4a. The outside border and the rule under the Old English are olive green. The inner border and the initials "G," "C," "A" and "P" are a brilliant red, which lights up the dark stock wonderfully; the remainder is black.

The first page of the body of the booklet, with its olive green rules and red initial, is shown as 4b. The literary composition of the most of both of these booklets is so good, with its short and effective sentences, that it might seem unkind to point out that the first sentence would be extremely difficult to parse satisfactorily. I do not object to the length of such a sentence as this, but what is the subject of "makes"? The sentence could easily be changed in another edition. But in making the change "Bridgeburg" should be left as the first word, as there is good display of the name in the initial and following capitals.


Bridgeburg

The Gateway *to* Canada's *Abundant Prosperity*

No. 4a


BRIDGEBURG'S ADVANTAGES

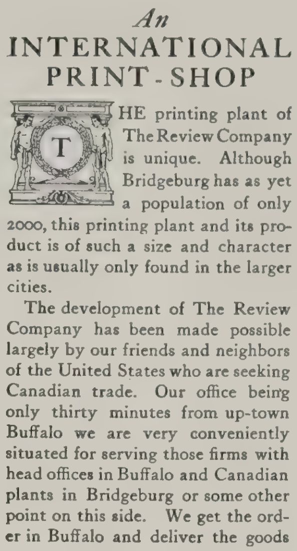
BRIDGEBURG, with its natural advantage in the way of water shipping facilities, its unsurpassed railway advantages, the cheapness of Niagara power, complete waterworks and sewerage plants, electric street lighting, and the fact that it is within half an hour's ride of the heart of the city of Buffalo, makes it one of the most desirable of towns, both for manufactories and for purely residential purposes.

By means of a dummy across the International Bridge, which operates on forty-minute schedule from 6 A. M. to 11.50 P. M., Bridgeburg is convenient to the city of Buffalo. Over fifty regular passenger trains stop at Bridgeburg every day of the year, and because of the fact that all trains have to stop here on account of the Customs inspection, Bridgeburg has a better train service than a great many places of many times its size. The railroads which are connected with the town are: Grand Trunk, Michigan Central (New York Central Lines), Toronto, Hamilton & Buffalo, Canadian Pacific, Wabash and Pere Marquette. The American and Canadian Express Companies also have offices in town.

No. 4b

Another page of the booklet is shown as 4c. Here is another style of composition, and yet it does not appear out of place; the individuality of the print-shop is there. The ornamental initial piece is in the red, and as its lines are fine, the shade is lighter than the other initial. Compare 4b and c still farther, and note the rules, the solidity and the black type in one; the lighter letters, the absence of border and the leading in the other. Surely the idea of having two different and good and harmonious styles of body composition in the same small booklet is a good deal like sending out a polite and pleasing salesman with samples.

Mr. Johnston is a quiet young man who impresses one as having a whole lot of reserve force. He loves his work, and he does it well.


An
INTERNATIONAL PRINT-SHOP

THE printing plant of The Review Company is unique. Although Bridgeburg has as yet a population of only 2000, this printing plant and its product is of such a size and character as is usually only found in the larger cities.

The development of The Review Company has been made possible largely by our friends and neighbors of the United States who are seeking Canadian trade. Our office being only thirty minutes from up-town Buffalo we are very conveniently situated for serving those firms with head offices in Buffalo and Canadian plants in Bridgeburg or some other point on this side. We get the order in Buffalo and deliver the goods

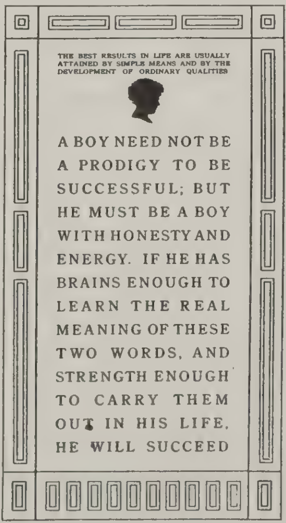
No. 4c

The above article overflowed from the November issue, where the wording of Mr. Johnston's card was, by mistake, run in Italic between two paragraphs in the same manner as some of my observations are printed. This motto I like better than any of my own, and I had no desire to take the credit of it.)

* * *

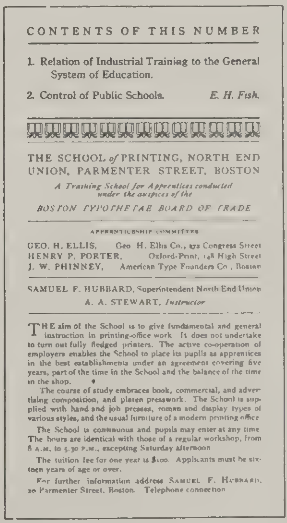
Cunning "'Prentice Hands"

The Apprenticeship Bulletin, which has been issued for years by apprentices in the North End Union School of Printing, Boston, Mass., has constantly improved in typography; and as no two issues that I have seen are in the same style, it shows how resourceful the young fellows have become. One page is given (4a) as an example of a typog-


THE BEST RESULTS IN LIFE ARE USUALLY ATTAINED BY SIMPLE MEANS AND BY THE DEVELOPMENT OF ORDINARY QUALITIES

A BOY NEED NOT BE A PRODIGY TO BE SUCCESSFUL; BUT HE MUST BE A BOY WITH HONESTY AND ENERGY. IF HE HAS BRAINS ENOUGH TO LEARN THE REAL MEANING OF THESE TWO WORDS, AND STRENGTH ENOUGH TO CARRY THEM OUT IN HIS LIFE, HE WILL SUCCEED

No. 5a


CONTENTS OF THIS NUMBER

1. Relation of Industrial Training to the General System of Education.
2. Control of Public Schools. *E. H. Fish.*

THE SCHOOL *of* PRINTING, NORTH END UNION, PARMENTER STREET, BOSTON

A Training School for Apprentices conducted under the auspices of the

BOSTON TYPOTHETAE BOARD OF TRADE

APPRENTICESHIP COMMITTEE

GEO. H. ELLIS,	Geo H. Ellis Co., 272 Congress Street
HENRY P. PORTER,	Oxford-Print, 148 High Street
J. W. PHINNEY,	American Type Founders Co., Boston

SAMUEL F. HUBBARD, Superintendent North End Union
A. A. STEWART, *Instructor*

THE aim of the School is to give fundamental and general instruction in printing-office work. It does not undertake to turn out fully fledged printers. The active co-operation of employers enables the School to place its pupils as apprentices in the best establishments under an agreement covering five years, part of the time in the School and the balance of the time in the shop.

The course of study embraces book, commercial, and advertising composition, and platen presswork. The School is supplied with hand and job presses, roman and display types of various styles, and the usual furniture of a modern printing office

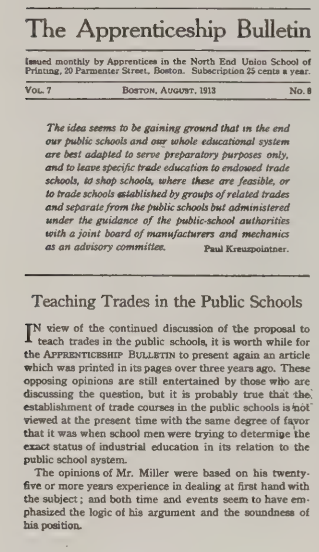
The School is continuous and pupils may enter at any time The hours are identical with those of a regular workshop, from 8 A.M. to 5.30 P.M., excepting Saturday afternoon

The tuition fee for one year is $100. Applicants must be sixteen years of age or over.

For further information address SAMUEL F. HUBBARD, 20 Parmenter Street, Boston. Telephone connection

No. 5b

raphy which is certainly difficult, and even this would probably have looked better had the last line, say, been a little fuller; but many such jobs are often very unpleasing because of the difficulty of spacing such necessarily uneven lines. Here the job as a whole is very creditable for such work. The rules, the ornaments in the smaller panels, and the appropriate ornaments are brown; the remainder green.



The Apprenticeship Bulletin

Issued monthly by Apprentices in the North End Union School of Printing, 20 Parmenter Street, Boston. Subscription 25 cents a year.

VOL. 7 BOSTON, AUGUST, 1913 No. 8

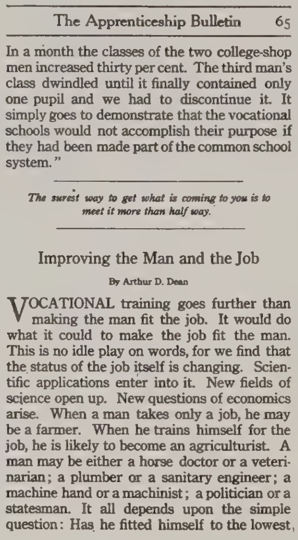
The idea seems to be gaining ground that in the end our public schools and our whole educational system are best adapted to serve preparatory purposes only, and to leave specific trade education to endowed trade schools, to shop schools, where these are feasible, or to trade schools established by groups of related trades and separate from the public schools but administered under the guidance of the public-school authorities with a joint board of manufacturers and mechanics as an advisory committee. Paul Kreuzpointner.

Teaching Trades in the Public Schools

IN view of the continued discussion of the proposal to teach trades in the public schools, it is worth while for the APPRENTICESHIP BULLETIN to present again an article which was printed in its pages over three years ago. These opposing opinions are still entertained by those who are discussing the question, but it is probably true that the establishment of trade courses in the public schools is not viewed at the present time with the same degree of favor that it was when school men were trying to determine the exact status of industrial education in its relation to the public school system.

The opinions of Mr. Miller were based on his twenty-five or more years experience in dealing at first hand with the subject; and both time and events seem to have emphasized the logic of his argument and the soundness of his position.

No. 5c



The Apprenticeship Bulletin 65

In a month the classes of the two college-shop men increased thirty per cent. The third man's class dwindled until it finally contained only one pupil and we had to discontinue it. It simply goes to demonstrate that the vocational schools would not accomplish their purpose if they had been made part of the common school system."

The surest way to get what is coming to you is to meet it more than half way.

Improving the Man and the Job

By Arthur D. Dean

VOCATIONAL training goes further than making the man fit the job. It would do what it could to make the job fit the man. This is no idle play on words, for we find that the status of the job itself is changing. Scientific applications enter into it. New fields of science open up. New questions of economics arise. When a man takes only a job, he may be a farmer. When he trains himself for the job, he is likely to become an agriculturist. A man may be either a horse doctor or a veterinarian; a plumber or a sanitary engineer; a machine hand or a machinist; a politician or a statesman. It all depends upon the simple question: Has he fitted himself to the lowest,

No. 5d

What an artistic contents page — if it may be so called, for in the issue from which it was taken, the contents were few in number — is this (5b)! 5c and 5d are shown as admirable studies in highly artistic handling of magazine pages containing quotations and mottoes, which brighten so many modern magazines. No designer need be ashamed — nay, any designer should be proud — of such pages as this.

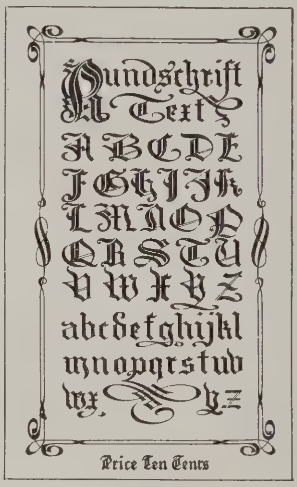
⁂

Two Schools of Printing — Some Remarks on Lettering It

Two Cleveland, Ohio, publications devoted to the printing art that it has given me great pleasure to receive, are Technical Printery, of which J. Orville Wood, instructor of the classes in printing at the West Technical High School, is editor, and the School Print Shop, edited by John A. Webster, instructor of the classes at the East Technical High School. These little magazines are "devoted" to the art preservative and explanatory of arts in all the good senses of the word "devote," and both are rare examples of artistic expression of the art.

Much of the work on the magazines — and this includes the writing of articles, poems, stories and editorials, the drawing of pictures, and lettering as well as type composition, presswork, binding, etc. — was done by the pupils of these schools.

The cartoon a student drew for this publication has as its subject the two Websters of the printing class — Noah (represented by his dictionary) and John A. The cover drawn by one student has excellent points — and its fault, which is a tendency to over-ornateness with nothing more ornamental than heavy black lines — is simply that of many a fine artist in his early work. The same student had in the May number a very pleasing design for the new year, 1914. The poster designs by students are exceptionally good, and their ornateness is of a kind in keeping with the designs — and but affords a pleasing contrast to the simplicity of the more important parts of the posters.



No. 6

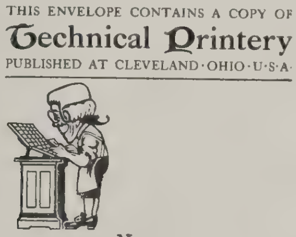
The Rundschrift text alphabet (6) was done by Richard Buchwald, a student of the school I cannot say I particularly care for the knots at the side of the border — they are a little too much on the Gaskell's Compendium order, though the flourish to the "p" is harmonious with the text.

The price-line is not part of Mr. Buchwald's design, but is from the new cover of the New York Independent under its new management. I do not see how the third initial can be called a "C," and "Price Ten Tents" has an Arabian flavor. This letter looks to me, with its top flourish, like the traditional Quaker with his rotundity and his Fedora, whether he embellishes the Harrisburg capitol or a Quaker Oats advertisement. The other letter, which is (I was going to say also) unquestionably a T, brings a reminiscence of a lean, austere Puritan with his characteristic headgear drawn for me by an artist who has since achieved a world-wide reputation as an illustrator. He was also a good story-writer, and I had contracted for an illustrated story by him for a cooking magazine I edited as a side occupation. He brought me at the last moment a story entitled "A Puritan Christmas," and the only objection to either pictures or stories was that the Puritans of old did not celebrate Christmas. However, the pictures were so good that I found use for them.

The leading article in the School Print Shop gives the interesting information that 131 printing presses were installed in high schools throughout the country in the year ending last July, and that it was expected that double this number would be put in by public institutions in the next year.

The address is asked of every school (private, public, parochial or social settlement) print shop in the United States. For the convenience of those who desire to equip a printery for school use, three inventories have been compiled for technical schools with an attendance of from 350 to 1,500 pupils of outfits costing approximately $600, $1,000 and $1,500, respectively. Copies may be had by enclosing a two-cent stamp for postage to the School Print Shop, East Technical High School, Cleveland, Ohio.

Mr. Webster's night class, it is stated, included a number of advertising men, "some in charge of house organs for manufacturing concerns." If their house organs are as good typographically and otherwise as the School Print Shop, they will be far ahead of most house organs.

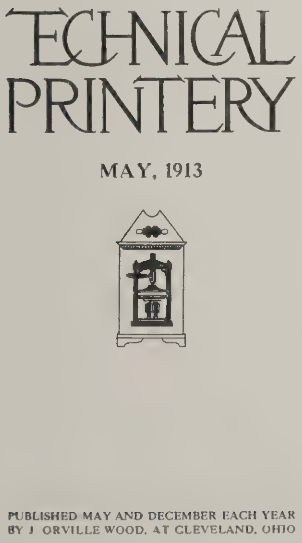


THIS ENVELOPE CONTAINS A COPY OF
Technical Printery
PUBLISHED AT CLEVELAND·OHIO·U·S·A·

No. 7a

In a manila envelope of which this (7a) is the corner-design, the other publication comes.

The cover is shown as 7b. The ornament is orange, and the remainder is deep bronze blue; the stock is light blue. The lettering was done by Instructor Wood. Such combination lettering as this must be done with a great deal of skill to give an appearance in keeping with an age when the value of simplicity is appreciated. The skill was not wanting, and the whiting-out of the job helped its appearance wonderfully. A page of Roman capitals drawn freehand by Mr. Wood is shown in the body of the magazine (7c). The steady growth in the appreciation of lettering as an adjunct of type composition makes such instruction as that given in the two Cleveland schools of high importance. "When it is taken into consideration," says the note to this page, "that a large number of printers of today, after using type for years, if asked could not tell readily which side of the letter A or W, for instance, was light and which side heavy — we see the need for study along this line." The matter is really very simple. In most faces of Roman type or styles of Roman lettering, the lines or curves that are naturally made by the letterer with an up-stroke are light, and those made with a down-stroke are heavy. In making an A, for instance, almost any designer would begin at the bottom on the left hand, and would naturally make a light stroke till he got to the top, and then would make a heavy stroke coming down on the right-hand side.

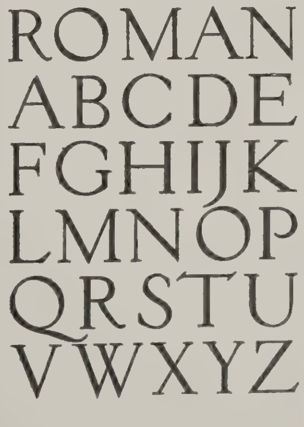


TECHNICAL
PRINTERY

MAY, 1913

PUBLISHED MAY AND DECEMBER EACH YEAR
BY J. ORVILLE WOOD, AT CLEVELAND, OHIO

No. 7b



ROMAN
ABCDE
FGHIJK
LMNOP
QRSTU
VWXYZ

No. 7c

A type page of this handsome magazine is shown as 7d. The border and the original initial are Persian orange, and the remainder burnt umber, these inks having been furnished by the Ault & Wiborg Company, Cleveland.

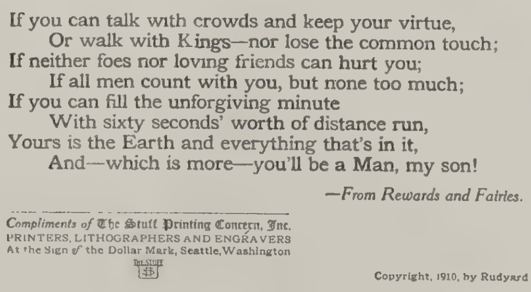
The position of the date is rather out of the ordinary, and the example shows an intelligent application of the one-series idea.

Each publication has a list of trade journals of importance to anyone interested in printing and publishing. Of course the National Printer-Journalist is one of those particularly mentioned.

✣ ✣ ✣

"If"

A little brown book from Harry S. Stuff, of Seattle, Wash., has on the handsome onyx-effect cover the word "IF" in dark initials, followed by the other magic word (in small characters) "— Kipling." Each of the light brown laid pages has a verse of the inspiring poem. The last verse is shown as 8, the "compliments" note, so cleverly handled, being all the advertising in the booklet.



If you can talk with crowds and keep your virtue,
    Or walk with Kings—nor lose the common touch;
If neither foes nor loving friends can hurt you;
    If all men count with you, but none too much;
If you can fill the unforgiving minute
    With sixty seconds' worth of distance run,
Yours is the Earth and everything that's in it,
    And—which is more—you'll be a Man, my son!

—*From Rewards and Fairies.*

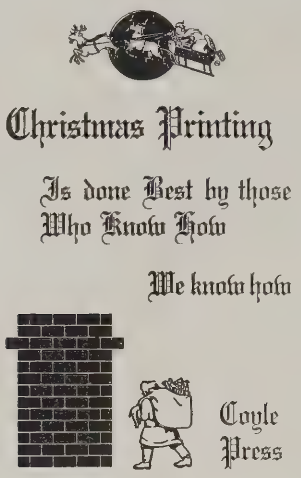
Compliments of The Stuff Printing Concern, Inc.
PRINTERS, LITHOGRAPHERS AND ENGRAVERS
At the Sign of the Dollar Mark, Seattle, Washington

Copyright, 1910, by Rudyard Kipling

No. 8

Coyle and Christmas

They keep Christmas in Kentucky as elsewhere, and M. Delvaux Coyle of the Coyle Press, whose work with the brick ornaments has been before noted with approval in these columns, has a characteristic page in the Christmas number of Coyle's Magazine, in two colors — one of them, of course, being Eugene Field's favorite.



Christmas Printing

Is done Best by those
Who Know How

We know how

Coyle
Press

No. 9

✣ ✣ ✣

An Extra Silent Salesman — Who Talks

The booklet, "Make the Silent Salesman Talk," issued by the Suffolk Engraving and Electrotyping Company, of Boston, Mass., is on that sturdy brown speckled (not deckled) stock that nails are wrapped in — probably because the production gets right down to brass tacks, although it is thus modestly described in the running head that is written in a running hand, and runs through the book: "This is a foolish, silly little folder, but men are only boys grown up, and in spite of their assumed airs of dignity, responsibility and seriousness, they know that life isn't half as serious as they pretend. Most men of discernment smile once in a while even if the foolishness is only the sugar coating to an advertising pill. Smile at the foolishness. Digest the pill."

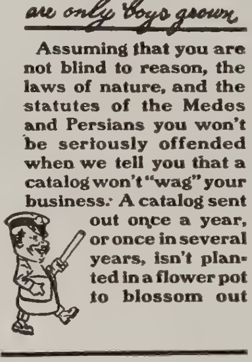
No. 9a

In caps of the heavy old-style type that is used so effectively throughout the book, this verse appears on the second page:

> There was a man who wrote a book
> And called it catalog.
> He sent it through the mail one day
> And thought the tail would wag the dog.

The three pages shown give an idea of the weakness of a very common argument, as no serious treatment of the idea could possibly do; and there should really be no need of "the pill" on the last page — the medicine has slipped down with the plum preserve.

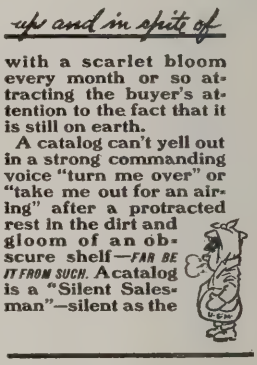
The rules are in a brilliant red, and those at the top are printed over the reproduction of the writing. There are other carriers besides those who give a pictorial force to these pages, and the happiest of all is the one who is wiping the sweat from his brow on the back-cover page of a booklet that really advertises advertising.



are only boys grown

Assuming that you are not blind to reason, the laws of nature, and the statutes of the Medes and Persians you won't be seriously offended when we tell you that a catalog won't "wag" your business. A catalog sent out once a year, or once in several years, isn't planted in a flower pot to blossom out

No. 9b



up and in spite of

with a scarlet bloom every month or so attracting the buyer's attention to the fact that it is still on earth.

A catalog can't yell out in a strong commanding voice "turn me over" or "take me out for an airing" after a protracted rest in the dirt and gloom of an obscure shelf — *FAR BE IT FROM SUCH.* A catalog is a "Silent Salesman" — silent as the

No. 9c

Does not that Italic on one of the pages bring Sherwin-Williams paint to your mind? It does to mine.

✣ ✣ ✣

"The Captious Critic" Writes a Cheery Critique

Critics do not take kindly to criticism, but they certainly cannot be so sensitive as poets; and a member of the fraternity who is so good-natured as to term himself "The Captious Critic," is evidently an exception to the rule, as I have always tried to be myself. And as the following letter rather "comes back" at me for some captious remarks of my own that I made in the July number, I gladly give it space, and only wish there was more of it. For the subject of Canadian advertising is a live one not only in Canada, but on this side of the border, across which the reciprocity of mutual interests will ever find a passage:

> Dear Mr. Woodworth: I have for many moons and for various reasons deferred replying to your criticism appearing in The National Printer-Journalist, of my captious criticism on the "Pinnace" Tobacco advertisement, to which I plead guilty.
>
> I agree with you that the brand of humor in Canada is considerably more American than English, but I have yet to be convinced that with one or two exceptions the humor appearing in the daily press has got one single feature to commend it.

In your criticism you have overlooked the fact that there is an ever-increasing English immigration into Canada year by year, and in our cities, at any rate, the humor in advertising which I took the liberty of commending, will certainly be appreciated by a very large section of the population.

From personal observation, it is safe to say that conditions in our big Canadian cities are rapidly changing, and although it may be difficult to find a difference between Toronto and, say, Rochester, Detroit or Buffalo, except that in the former city there is an absence of the Stars and Stripes, yet this extraordinary influx of population from the British Isles is setting a new condition, which the advertising man is bound to take note of.

I think, at any rate, that this "Pinnace" advertising is a whole lot more genuinely humorous than the freak "Stag" stuff which has been appearing in your leading American papers.

Criticism given in the right spirit is a mighty good thing, and at any time I shall only be too pleased to hear from you again. Very truly yours,

——— ———,

"The Captious Critic."

I do not print the signature, as it may be that the writer did not intend his name to be divulged to all. Really, my objection to the ad was that the story it told was one apparently taken from an American source by an English ad-writer who had spoiled the story by leaving out the point. I told the original story in a manner which I would not have employed had I been writing an advertisement, but I retained the point, which was one that I am sure would have been appreciated by any resident of Canada who understands the English language. Whether it would have sold tobacco or not is another point, but I think, as I explained, that humor — or whatever passes for it in the public mind at the moment — may be effective in bringing the name of a brand of tobacco to the mind of the consumer, where it would be entirely out of place in the advertising of most other commodities, particularly in Canada.

A Canadian advertising manager who was once, I am proud to say, my assistant, in a very fine address delivered in a Canadian city some time ago, urged advertisers to shun humor in their advertising as they would the Fiend incarnate. And yet what made the advertisements he has written so particularly pleasing and resultful was, according to my idea, the subtle, homely humor of which he is a master. There is humor and humor; there are kinds that are certainly out of keeping with the more serious forms of advertising, and there are kinds that should have no place in advertising at all. All advertising has — or should have — a serious purpose; and humor is sometimes a most effective aid in serious matters. A book has been written on "The Wit and Humor of the Bible." I never read the book, though I should like to; but I have observed the humor of some of the most effective parts of the Bible, and particularly the delicious irony which makes some of the sayings of Christ puzzles to the over-serious commentators. But irony is seldom good in an advertisement.

As to the freak "Stag" advertising, it has not impressed me enough to remember just what it consists of, but I know that the impression made by the picture of a stag in human costume, or the fact that the "Stag" manufacturers had sufficient confidence in their product to advertise it, or both impressions, led me to purchase a package of tobacco on which I saw a stag's head. Maybe the fantastic humor had nothing to do with it; but I have an idea it had. And if I buy a tin of "Pinnace" the next time I go to Canada, as I certainly shall — how am I to know now just what the influence was that led me to sample it?

As to whether a smoker buys any more than one package of "Stag," one tin of "Pinnace" — that is a question which has a good deal to do with the matter of how much of an advertising appropriation should be made or advised. But the day has gone by when inferior articles were expected to keep on selling themselves through advertising; so doubtless both "Pinnace" and "Stag" will continue to be bought, and to be advertised.

Mr. Shivers — is that his name? — sure! — who advertises his Panatellas in such publications as the Saturday Evening Post, is one of the best advertisers of a luxury into which the questions of quality and price enter to a marked degree. He is a humorist, but he does not employ his humor in anything that could possibly be termed freakish. He talks about the goods; the quality; the price, in ads that are read because they are bright and humorous, and talk about something in which smokers are interested, and so may become specifically interested in the Shivers product.

I have had a great deal of pleasure in reading the strictures of the Captious Critic, and am glad to know who he is. He and I think alike on most subjects, which perhaps accounts for some of the pleasure; and I do not think that our opinions on the subject we are discussing are really at any serious variance. And I like to read his work where I don't agree with him; such a frame of mind leads one to put one's self in the place of other minds and other constituencies; and unless one is particularly pig-headed — well, one is likely to learn something.

* * *

Service

For one or two Christmas issues of the National Printer-Journalist a good many years ago, I wrote some "Christmas Sermons" that seemed to be appreciated. They were along the line of the adoption of the Golden Rule in business; and I had meant to make this article a special summary of the extraordinary strides made of late in the new idea of "Service" as against the law of "Caveat emptor" — "Let the man who buys printing beware." Some of the data I desired to use was, however, not forthcoming as soon as I wanted it; but I hope to give more attention to the subject of Service, which you will admit I have been talking more or less since 1900, during the coming years. I want to make especial reference to the Service Departments in connection with printing offices, one of the most strongly conspicuous examples of which is the great Make-it-Pay Department of the Hill Publishing Company, already mentioned several times. I should be glad to hear from any printing house, large or small, that has established a Service Department, as well as those that make a specialty of service without having a particular department for it. Many of you may think that includes you; and I hope it does include all who think so. But something more definite than the mere abstract idea of service is being found to be a great help in all businesses at the present time as never before; and I hope this department will be able to give many concrete examples in that year of grade and prosperity, 1914.

* * *

An Epic — What Is an Epic, Anyway?

It was my custom in other years, when I did not have a Christmas sermon for the Christmas issue, to put in a Christmas poem. One that seemed particularly to appeal to readers of the N. P.-J. was that beginning, "Merry Christmas, Father Herbert." I have not been visited by the avant-courier or advance agent of the Christmas muse this year, from whom I was wont to obtain a few pointers, but I am constrained to give a poem that I wrote about five years ago, but did not make any endeavor to have published at the time, principally because the only paper I was connected with at the time was the National Printer-Journalist, which does not encourage poetry except at Christmas time. As it alludes to Christmas and shows how the local advertiser who realizes what a friend he has in the local publisher and printer, I give it herewith.

This poem comes very near to being a great poem. If Shakespeare had written it, it would have been great; but Shakespeare was dead, and even though Lord Bacon wrote his poems, Lord Bacon was just as dead — and so I had to write it myself.

The allusions were timely once. But **"labuntur anni,"** as Horace said — I have forgotten the meaning of **"labuntur,"** or I would translate it. But he was speaking of the great changes that come with the years — and they come quick with these years of ours. I should like this poem to become immortal — I ask the proofreader to look out for the "t"; I should like some future generation, in an age when advertising will have come into its own, to look on it as the earliest epic of the age of advertising. (Is the age we have entered on an age of anything so much as an age of advertising? I would pause for a reply if I thought I would get it.) But I was speaking of the advertising virtue, the poetic virtue of Timeliness; when I wrote the verses Roosevelt was president, and Loeb was his "man Freddy," as an old friend of mine used to say in referring to a famous character in fiction; King Edward was on the throne, and Collier's was carrying on a campaign against Lydia E. Pinkham for writing personal letters to trusting women after she was dead.

Even at this date some of my characters are as densely shrouded in obscurity as the "many brave men" who, to quote Horace in English this time, "lived before Agamemnon" and who "all died, unwept, unknown, in endless night, because they lacked a sacred bard."

But it is not the bard that keeps men famous in these regenerate days. (Please do not get this "degenerate.")

It is the sacred advertising man.

And even he has to whoop it up early and late.

It is easier now than in the days of Keats to write one's name in water.

Anyway, here goes for my effusion. It may never put my toes in the same niche of the Hall of Fame with those of the author of "Night Thoughts," of Mister Tapper of "Proverbial Philosophy" fame, of the Della Cruskan school, or of the immortal Sweet Singer of Michigan, suffragette captain of that host of song. But:

It still has some points which cannot be too strongly enforced in poetry, perhaps — and if that doesn't work, in good, strong, sledge-hammer prose on many a business man, or one who calls himself such, in many a local community — even at the present day — by the live printer and publisher who work for themselves as well as the community. The poem:

THE ADVERTISER

BY HARRY ALBRO' WOODWORTH

(Written in 1908, but most of it still so.)

The president, with Mr. Loeb, and all press-agents on the job;
  Spain's sporty head; the stout King Ted; the calculating Kaiser,
All practice eccentricity just to obtain publicity; —
  With ease their heads rest in their beds, — each one's an advertiser!
The kings of oil, the kings of toil, the farmer kings who till the soil—

Of meat, of wheat, of sugar sweet, and all that's good (or bad) to eat;
Of rail, and sail and cotton bale; — to make the poor consumer quail,
They have their press agent, — oh, yes, their own hired advertiser!
This glorious advertising age is writing large on History's page;
Some history is mystery, but this makes men the wiser;
And as to advertising lore, all wise men are advising more;
The man who's king of ev'rything is Mr. Advertiser!
Omicron Oil and Tedded Wheat, and all the drums that "can't be beat,"
"The ham what am," sardines and jam, and other foods not worth a—nalysis;
"The kind that cures," and health assures, though "Jollier's gets up and roars," —
The Pure Food Law can't stop the jaw of Mr. Advertiser!
Those who once only cared to hike when Santa Claus came down the pike,
Have Christmas cheer throughout the year by turning on the geyser
Of constant advertising power which makes the wheels turn every hour,
"All things arrive" unto the live and constant advertiser!
The dinky store whose owner swore: "I'll put one ad in, and no more,"
Has grown in size, and in supplies, since he has learned to advertise:
A merchant prince now, he's the quince; he's learned his little lesson since:
Who tries but once is but a dunce — he's not an advertiser.
The jeweler who thought 'twas due to stop his ad when June was through,
Knows wedding chimes ring at all times; at all times lovers buy, sir!
Short-sighted men once ceased till when "good seasons" should come 'round again;
Now, all the year you know he's here — the constant advertiser!
You've got to try to make folks buy through telling them "the reason why"
Each month and day, to make it pay — so advertising experts say;
Early and late, if you'd be great, just whoop 'er up with soul elate,
You'll gather in, you'll win the tin, if you're an advertiser!
The undertaker, baker, shaker, bold muck-raker, nature-faker,
The drummer, plumber, mummer, bummer, hummer, advertise all summer;
The printer, sprinter — each a hinter (and thus a minter) e'en in winter,
The fighter, writer, and inditer — are each an advertiser!
The liquor-seller, fortune-teller, even *John D. Rockefeller,
The rhetorician, statistician, electrician, keen logician,
The anthropologist, entomologist, bright biologist, glib geologist,
Tailor, mailer, sailor — every one's an advertiser!
The ethical and grave M. D.'s have learned from quacks without degrees—
They find an ad is not so bad — they're surely getting wiser!
And many presidents of banks to Advertising now give thanks
And now agree Security waits on the advertiser!
Defend us! ministers of grace are taking advertising space; —
They are not rash in paying cash for cutting such a dash-dash dash;
A Bible word is "advertise," so let the Bible put you wise:—
Don't hide your light 'way out of sight, but be an advertiser!
And even cities, now we see, would "bigger" and would "busier" be;
And many a state that would be great no longer plays the miser;
Your Uncle Sam is not a clam — for cost (not lost) cares not a—t all,
The U. S. A. will be, some day, Earth's greatest advertiser!

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* Very much so.

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Advertising Typesetting in Chicago

The machine composition men of Chicago seem to do more and better advertising than those of other cities. I have described several of their handsome booklets. An exceptionally strong card as to wording is that with the heading, "The Scale Has Gone Up," issued by the Walden Typesetting Company, 124 W. Polk street, who exclusively monotypit. This mailing card is as up-to-date and in-touch-with-the-news as any direct advertising, this particular card being a bid for business from printers.

Another very artistic card blotter is "We're Ready for Business," sent by the Smith-McCarthy Typesetting Company, 508 S. Dearborn street, which advertises day and night service in monotype, linotype and make-up departments.

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Small Twelve-Leaved Calendar Within a Booklet

The booklet, "Who Is Liable? — United States Court Decisions," issued by the Miller Saw-Trimmer Company, Pittsburgh, Pa., is of legal-form size and appearance. Its cover has the delightful soft-rough-smooth effect given by Old Stratford laid stock, die stamped for a design of question-mark and saw, and with inner laid pages of a rougher finish. A novelty is the really handsome wafer on the last, or eighth, inner page. It is of course, one of the saw-toothed variety, and to it is glued a leaved calendar, that does not, because of the easy give of the cover-stock, bulge unduly.

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MANY JOURNALISM STUDENTS AT WISCONSIN

The students in the classes in journalism at the University of Wisconsin November 1, numbered 145, as compared with 112 at the same time last year, an increase of 30 per cent.

The enrollment in the four-year course in journalism at Wisconsin this year is 96, of whom three are college graduates. The freshman class in the four-year course in journalism numbers 38.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES
RAVENSWOOD STATION, CHICAGO, ILLINOIS
Entered at the Chicago Postoffice as Second-class Matter
BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate
WM. E. HERBERT - Supt. of Mechanical Department
Official Paper of the National Editorial Association
Member Ben Franklin Club of America, Chicago Trade Press Association, Illinois Press Association, Order of Pica, New York State Press Association.
ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION
SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.
CHICAGO, DECEMBER, 1913

At the convention of the National Editorial Association in Cincinnati in 1886, it was claimed in an eloquent address by a delegate from one of the Southern States that had the National Editorial Association been in existence twenty-five years earlier there would never have been a Civil War. This idea met with general and enthusiastic approval.

Is it too much to believe, now, that if the newspapers of the whole world were united in one great parliament, with the leaders of the press meeting from year to year in the different countries, conferring together, studying conditions, comparing and harmonizing views, forming warm friendships and coming to intelligent and mutual understanding as to all national and international questions, that the results would not tend greatly to world peace? Enmity comes largely from lack of acquaintance and knowledge.

Then every patriotic and philanthropic member of the press should work earnestly for the great World's Press Congress at San Francisco in May, 1915. Not only will the World's Peace be advanced thereby but there will be many other great and untold benefits. Read the address of C. F. Hatfield on page 862 of this issue and learn of the great things being planned by the managers of the Panama Pacific International Exposition and then unite in efforts for the making the proposed Press Month and the National Editorial Convention and the World's Press Congress such as will be remembered and felt in beneficent results, to press and people, for all times.

* * *

We are particularly well pleased with the present issue of the National Printer-Journalist, and especially with the five departments written by our five department editors. We want the opinions of all our readers on this closing number of the twenty-sixth year that we have been editing and publishing this journal for the benefit of newspaper makers and printers. We seek only honest opinions but we will give, as a New Year's present, five dollars for the best and most appreciative review of this number, not over two hundred words in length, that reaches this office not later than January 10, 1914.

We believe that there is not an editor or printer who will not be paid in the masterful knowledge and inspiration secured, tenfold, for the time required in study and reading to make such a review instructive and in every way useful. Criticise where criticisim is deserved, but give us and your fellow readers the benefit of investigation and of your honest opinions.

The convention of the Educators in Journalism at the University of Wisconsin, November 28th and 29th, contained very much that will prove of value to all newspaper workers. A synopsis of the addresses and discussions will appear in the January, 1914, number of the National Printer-Journalist.

What impressed us, and ought to be a spur to editors and publishers, was the large percentage of attendance. If a like percentage of attendance by those engaged in newspaper work could be secured for the National Editorial Association at Houston, April 23rd-25th, there would be between seven and eight thousand answering roll call on that occasion and every one would receive benefits tenfold the cost. The calling would be put forward in power, public appreciation and profitableness to a degree beyond all that has heretofore been hoped.

Texas is a mighty empire, great in extent, wealth and hospitality and will welcome with open gates all who come and the harvest of productive publicity that will be reaped will put the State forward in a year far beyond what might otherwise require a whole decade.

* * *

If you want to understand the way to and the value of winning publicity, read the department of "More Work Through Publicity." If you desire to produce effective, pleasing, profitable job printing and how to secure the same in your office, read what Mr. Frazier has to say in his "Ideas for Progressive Typographers" and Mr. Hanson's Job Review.

* * *

Mr. Copper's "Newspaper Criticisms" grow in popularity from year to year. We were pleased to be informed, at the Madison convention, by Mr. Allen, head of the School of Journalism of Oregon University, that he found this department especially valuable in the practical instruction of classes as to the proper newspaper form, make-up, ad composition, matter and arrangement.

The Greatest Convention

Tentative Program of N. E. A. and Other Important Matters as to the Houston Convention

In our account of the proceedings of the meeting of the National Council of the National Editorial Association we have given, very fully, all that is necessary to fully enlighten as to the magnificent and munificent arrangements, all those who may wish to attend the convention of the National Editorial Association at Houston, Texas, on April 23, 24, 25, 1914, and to enjoy the splendid program, entertainments and wonderfully attractive itinerary of the great "Imperial State of Texas." All these have been planned on a scale and with a completeness and liberality unequalled in the history of conventions, not excepting the great convention of the great fraternal bodies of those of the Associated Advertising Clubs of America that have set the pace for the past four years.

Every organization of editors, publishers and newspaper workers is entitled to representation by one delegate for every twenty-five members, and also to one member of the National Council. Where a member of the National Council has not been designated, some member should be appointed by the President of each association, and name and present office be sent to Mr. George Schlosser, Secretary of the N. E. A., Sioux Falls, S. D. The secretary will want to communicate with the members of the National Council, from time to time, as to arrangements, etc. Delegates should also be named at the earliest possible date.

President J. Clyde Oswald, 25 City Hall Place, New York City, N. Y., asks the co-operation of all members of the National Council, which includes as well all past presidents of the Association, for suggestions as to men and women for the program — "editors or publishers who have made particular success in newspaper work in any department, whether it be in handling correspondence, editing, circulation, advertising or job printing." Every member should write him at the address given, making suggestions, at once.

The president has the laudable ambition of making the program "the strongest and most attractive of any convention ever held." This is due to the press and the people of Texas, who have planned so munificently and generously for the convention, and it is due to the calling and to all members of the National Editorial Association.

The organization is entering upon a new era of practical, useful activity, which will result in hundreds of thousands of dollars of increased profit, beside all the educational helpfulness and the enlarged pleasures and benefits incident to association and enlightening travel.

The president has sent out the following tentative program, which is to be rounded out with papers and discussions by the most progressive and practically efficient members of the calling:

Monday, A. M.— Opening Exercises; P. M.— From the Journalistic Point of View.

Tuesday, A. M.— Editorial Management; P. M. — Business Administration.

Wednesday, A. M.— The Mechanical Department; P. M.— Election of Officers.

He justly adds: "Texas is a big state. It extended its invitation in a big way and the entertainment it will provide will be on a big scale. In order to be consistent we must have a big convention, and the fact that the Council meeting in Chicago was the largest and most representative in recent years, gives encouragement to the belief that the 1914 convention will measure up to the expectations."

* * *

A Quarter of a Century of Optimism and Worthy Service

Omar D. Gray runs as impaneled side mottoes to his newspaper heading: "The old home paper with a weekly message" and "An optimistic paper with an optimistic pen!" He lives up to the thoughts and sentiments of these mottoes.

Twenty-five years ago, on August 28, 1888, then a boy of nineteen years, he purchased the Missouri Leader office and with the hopefulness and daring of youthful enthusiasm, made it "Omar D. Gray's Sturgeon Missouri Leader." On November 6, this year, he issued his quarter centennial number, the issue having been delayed by the destruction of his office by fire, when the edition that had been prepared was about ready to mail.

Notwithstanding loss and discouragement, the issue is entirely worthy and remarkably complete — containing, in its sixteen pages, with three hundred thousand ems of reading matter, the story of Boone County, Missouri, its institutions, its towns, its progress and its men, and telling of their accomplishments and attainments. Twelve thousand copies were issued to be read, at a fair estimate, by sixty thousand people and then to be re-read by the absent friends of hundreds of subscribers in all parts of the United States, and of the world, for that matter, as Missourians are found in all quarters of the earth. Dean Walter Williams, of Columbia, will doubtless be found among the interested absent readers, away off in Ceylon, or some other land that he has reached in his tour around the globe, interviewing the great editors of the world's press, and helping along the cause of the Parliament of the Editors of all nations, at San Francisco, in May, 1915. There is no limit to be placed upon the far-reaching presence and influence of the printed newspaper pages.

Before going further, we stop to note what has been constantly giving pleasure, as we have glanced through the pages of this worthy silver anniversary edition — and that is that the pages are clean, bright, well printed and illustrated with excellent views and portraits. It is difficult to give any satisfactory reviews of a publication given up to the treatment of home affairs, local industries and institutions, local men and local history, but our pleased attention has been enthralled by a three-column article entitled "Be Loyal to the Home Merchant" that contains many suggestions and truths applicable to all newspapers, whether published in metropolitan cities or in rural villages.

This article, after presenting all the reasons for loyalty to home enterprises and home business men, as logical deduction from facts and arguments that ought to be familiar to the conductor of every newspaper, closes as follows:

> Loyalty to the home merchant is the duty and the privilege of every good citizen. It is his duty because if he is a good citizen he ought to do all in his power to help other good citizens, and there are certainly no better citizens than our honest merchants. Loyalty to our home merchant is our privilege, because we not only make a private gain in the end, but because when we do something to help our town merchant we do something to help our town and our county, and what Boone County man, woman or child, is there who does not want to do this?

Among the illustrations to attract our attention were two groups. One with the eighty-fifth birthday party of a Mrs. A. E. Pollard, showing her girl friends, evidently of about the equal age to herself, gathered around her on the tree embowered lawn of her home. The other was of the past presidents of the Missouri Press Association at the home of Col. J. A. Hudson in Columbia on the occasion of the reunion last May. These gentlemen are sufficiently known and admired in Missouri to make their portraits of interest in every county of that state or in almost every newspaper of the United States. They were: Past Presidents Hudson, Stephens, White, Jacks, Goodwin, Williams, Jewett, Childers and Omar D. Gray, who has just reason to be proud of his Silver Anniversary Number, as his home people should be grateful for this and for his over twenty-five years of worthy work in their interests and for their betterment and pleasure.

Ozark Magazine

The Ozark Magazine is an ambitious publication of Springfield, Mo., representing, as its name implies, all the Ozark country. It is a region of great beauty, and of special interest by reason of its mines, its agriculture and its fruits, especially its great red apples, and has of late been made famous in the story of "That Printer of Udell's." Henry H. Martin is editor. It is an Ozark booster. The magazine was represented at the recent meeting of the National Editorial Association, and gave an illustrated account of the trip.

The Wage Calculator

We presented a scheme, with a tabulated calculator or ready reckoner, for ascertaining the selling cost of wages, by Geo. H. Benedict, last month. It will be found, we believe, very convenient in many offices, especially in such offices as have no satisfactory or complete cost system. It is simple and sufficiently accurate for most purposes. All prices should be founded on actual cost, yet there must be some standard basis as to cost. It would seem that the saleable time of the workers or actual journeymen in an efficient office, ought to be, on average, forty hours a week. Customers cannot justly be charged with an unreasonable or unnecessary loss of time. We commend careful study and consideration of this plan and would like the views of our readers and of cost experts as to its value.

The Niagara Falls Journal

The Niagara Falls Journal is an enterprising, ably conducted newspaper. It shows a healthy advertising patronage, but in its issue of September 23 it broke all records and distanced all competitors. This number contained thirty-two pages, the largest single issue ever published in Niagara County, and what is still more important, one advertisement of one firm covered fifteen of these great seven column pages. It is the largest advertisement ever published in any single issue of any newspaper in the great State of New York. The advertisement is the opening of the new store of Hirsch's Sons, which must have been no small event in the history of the store and of the firm.

The store was founded forty-eight years ago by the father of the present proprietor, and the first page of the advertisement appropriately contains portraits of the father and two sons and views of the old stores and the new, and a signed invitation to the "Grand Opening Exposition." Every page is surrounded with grapevine border and each department is given separate treatment on half or quarter pages. It is good as well as great advertising.

The Journal and its efficient manager, Mr. J. K. Dissett, are justly proud of this accomplishment, and deserve commendation and congratulations.

ACKNOWLEDGMENT OF SERVICE

Castle-Pierce Printing Company
Makers of Fine Catalogs
Oshkosh, Wis., November 1, 1913.

B. B. Herbert, Editor Printer-Journalist,
Chicago, Illinois.

Dear Mr. Herbert: I recall with pleasure the splendid services you personally rendered to the officers of the last state convention of Wisconsin printers at Milwaukee. And this was followed in the next issue of your Journal by a generous presentation of the proceedings of the meeting. It was a full report, and should have evoked the thanks of every printer at that meeting. I have no doubt it did, but printers are too prone to let you editors take for granted their acknowledgment of the splendid work being done by our trade journals.

Yours truly, W. M. CASTLE.

The United Typothetae and Ben Franklin Clubs of America

Annual Convention at New Orleans

NOTED as to attendance, as to the importance of the papers, work and accomplishments, as well as for the splendid entertainments and hospitality furnished by the kindly people of the Crescent City, the delightful weather and the generous, instructive, intelligent reports of the proceedings given by the city papers, the Twenty-seventh Annual Convention of the United Typothetae with the Ben Franklin Clubs of America, at New Orleans, October 21, 22 and 23, 1913, will go down in history as the one par excellent among conventions.

New Orleans proved to be an ideal convention city for October. Peace, joy, rushing activity and good will, from the opening invocation by Bishop Raval to the election and pleasant pledgings of the newly elected officers, characterized the proceedings and entertainments.

A welcoming address was delivered by the mayor, who furnished each member with an insignia of adoption, honor, protection and hospitality, in the shape of properly printed badges of golden hue.

As the mayor spoke in the more general manner for the city, Hon. John Dymond, the veteran editor and past president of the National Editorial Association, gave a closer, more intimate and fraternal welcome on behalf of the local members of the printing craft, and portrayed, with sympathetic eloquence, the wonderful improvement and growth of the trade of Ben Franklin, the whole printing industry. He referred to old New Orleans as a city classic and historic, with many traditions and customs that reached back to the days of chivalry and the early Spanish and French settlers.

There had, however, been a wonderful metamorphosis by which the city, while not entirely losing its early traditions, its historic places, nor its memories and customs, has been transformed into a modern commercial city with all the improvements in buildings, streets, parks, municipal utilities, in transportation, with cleanliness, electric lighting and scientific sanitation.

To the addresses of welcome, President Glossbrenner fittingly replied, and dwelt briefly on the history of the organization from its conception and first convention in Chicago, 1897, up to the present auspicious gathering. He referred to the great growth of the belief in the need of co-operation and spoke of the steps that had led for the consolidation or union of the two great organizations of master printers, the United Typothetae and the Ben Franklin Clubs of America, of which this convention witnesses the consummation. The result would be closer co-operation and greater strength to the organization.

Frank Cameron then presented President Glossbrenner, as a token of esteem from the New Orleans printers, a handsomely carved magnolia-wood gavel with silver trimmings and engraved plate, commemorative of the occasion.

The regular committees were appointed and banners were presented to Pittsburgh Typothetae, in honor of the greatest growth in membership during the year, and to the Philadelphia Typothetae for attaining the greatest membership.

The convention then got down to business and the reports of officers and committees were given and adopted. The most of these reports particularly concern the members and will be published in full in the Bulletin of the organization. The most important action of the convention was the adoption of the report of the committees on apprentices, published in the November number of the National Printer-Journalist.

Mr. C. D. Traphagen read an address containing reasons and principles, frequently urged in this magazine, as to the necessity of "Organization and Co-operation."

B. F. Scribaner, of Pueblo, Colo., gave, in an able and most entertaining address, twelve good reasons for membership in the organization: First, it would reduce bad debts one half; second, bring one in contact with red-blooded men; third, furnish reliable information as to production cost; fourth, provide ways for perfecting one's business methods and furnish a tested price list based on knowledge and experience; fifth, afford ideas and advice along the lines of efficiency; sixth, would help one to aid in the education of novitiates and in providing efficient workmen in the trade; seventh, secure a tabulation of results; eighth, assist in credits and collections; ninth, keep one posted in new methods and broadly informed; tenth, enable one to learn from the other fellow; eleventh, inspire one with a true spirit that would result in good effects on customers and employes; and, twelfth, he claimed that the organization permits the taking up of isolated propositions, provides means of co-operation with the supply houses, develops backbone, develops faith and confidence in the trade, and provides a means for a printer to do his duty to posterity and good citizenship.

He won applause and an unanimous vote of thanks by the practical excellence of his thoughts, as well as through humorous hits and incidents and his pleasing, forcible delivery.

The Credentials Committee reported six hundred and twenty-one enrolled.

The report of the Price List Committee showed that good and thorough work had been done and that at the present time the committee is at work collecting data for every department of the printing business, concerning the "unit" of production. This is a most important phase, for when the committee is enabled to tell what the average production of every operation is, it will have a standard of efficiency to guide, serve and inform as to whether employes and machinery are producing the results they should obtain. While the Cost System has given valuable information in showing the hour cost of each department, it is fully as important to know how much each machine or employe produces. Therefore, when a blank is sent with a request that you fill in all the information that records will permit, it is sincerely hoped all will co-operate.

The Cost Committee made the following recommendations:

First — For the purpose of arriving at the cost of production of printing, we recommend that the standard unit of product shall be the sold hour in the several departments.

Second — That the standard hour cost shall be the gross cost — namely, labor, plus all overhead expense, department and office.

Third — That the standard hour cost of caring for the overhead expense shall be to charge direct to each department all necessary items and to distribute office or general overhead expense on the basis of total department costs, including payroll.

Fourth — That stock handling, storage and shipping, as well as sales, shall, where possible, be kept on separate departments, or may be included as items of the general overhead to the end that same be included in gross cost of mechanical department.

Fifth — To cover cost of handling stock we suggest a minimum of 10 per cent be added to the delivered price at the plant. Profit to be added to this amount.

Sixth — That the standard rate of depreciation on standard machines to be charged to cost of production shall be ten per cent annually of original purchase price.

Seventh — That the standard rate of depreciation on type to be charged to cost of production shall be twenty-five per cent per annum of its original cost.

Ninth — That interest on investment (paid-in capital and surplus) at the rate of six per cent, or the legal rate of interest, is a proper charge to the cost of production.

Tenth — That the standard rate to be charged off for bad debts shall be one per cent of volume of yearly sales.

Eleventh — That in the operation of a printing plant to its average capacity, a minimum profit should be twenty-five per cent added to cost of production.

Twelfth — That the standard terms of sale of the printers' product shall be thirty days net, due on the 16th of the month following date of purchase. We further recommend that where local Typothetae credit and collection departments are in operation, a uniform agreement as to credits be adopted, and the same be printed upon the monthly statements of the members, the form to be somewhat as follows: "This firm is a member of the local Typothetae Credit and Collection Bureau. All statements are due the 10th of the month following date of purchase. All accounts overdue will be charged interest at the legal rate per annum."

Thirteenth — That for the purpose of arriving at the cost of monotype composition the keyboard and the caster be kept as separate departments.

Fourteenth — That chases and patent blocks in the average commercial plant be considered a part of the composing room equipment.

Fifteenth — That where type and material are kept standing for the convenience of the customer, a proper charge should be made.

Sixteenth — That in press work ink should be charged as a special item, and not included in the cost per hour of press work.

Seventeenth — As a requisite for determining costs, we endorse and deem necessary the use of an efficient loose leaf inventory.

Eighteenth — Experience has demonstrated that inventories for insurance adjustments by appraisal companies have proved most satisfactory.

Nineteenth — We recommend that the Cost Commission gather and tabulate complete statements of cost of production from as many standard cost system users as possible, throughout the country, and officially report their finding semi-annually to the trade directly or through the trade press.

Twentieth — We recommend that the mutual fire insurance companies operated by and for the printing trade receive the careful consideration of all employing printers.

Twenty-first — We recommend that printers' mutual casualty insurance receive careful consideration of all employing printers.

Twenty-second — We recommend the establishment of printers' credit associations in all localities where practical.

W. O. Foote, of Atlanta, gave "A Demonstration of Cost Accounting Systems," using a printed chart.

Ben F. Corday, of Cleveland, talked on "Salesmanship."

H. P. Kendall, of the Plimpton Press, Norwood, Mass., delivered an address on "Scientific Management." He treated of methods of handling and keeping records of stores; the placing of men at work suitable to each individual's abilities; the scientific selection of materials, and the scientific routing of work through a plant. The bookkeeping of supplies and stores should be kept in the office, and in handling work a complete route sheet should be made out for every job and copies placed in the hands of the foremen through whose departments the work must pass.

The convention ordered that three thousand copies of Mr. Kendall's address be printed and distributed.

R. T. Deacon, of St. Louis, read the paper of Earl R. Britt, of St. Louis, on the subject "Service."

Resolutions offered by Isaac Blanchard in connection with the publishing of a series of five text books of questions and answers to be used in teaching printing were adopted and referred to the Committee on Apprentices, as follows:

Whereas, The United Typothetae of America in convention assembled, believe that through the use of a series of five text books of questions and answers covering the entire requisite mental and technical equipment needed by a competent craftsman in the (1) composing room, (2) job pressroom, (3) cylinder pressroom, (4) bindery, and (5) office; that such United Typothetae of America office could most materially advance its own interests, and the welfare of the craft at large; and

Whereas, A definite plan of this work, and an initial pledge of financial support has been made in writing to this body by one of its members from New York; therefore, be it

Resolved, That the United Typothetae of America approve of said plan as presented, and instruct the Executive Council to select the necessary "Text Book Committee" and instruct them to proceed without delay in carrying out said plan.

Resolutions of protest against the Government's action in the free printing of envelopes were adopted without debate.

Whereas, Notwithstanding the protest of the United Typothetae of America, acting in conjunction with other national organizations in the allied trades, the practice of the United States Government in the matter of the free printing of envelopes is still continued.

Resolved, That the body desires again to place itself on record as protesting against this invasion of the rights of private business, and this discrimination against the printing industry; and be it further

Resolved, That a committee of three members be appointed to represent this body in any combined effort that may be made to induce the Government to abolish the practice.

Resolutions of appreciation of the hospitality extended by New Orleans Typothetae and printers and supply trade were adopted by a rising vote.

Resolution favoring the early decision by the Interstate Commerce Commission on the request of the railroads for permission to increase their freight rates was adopted. Speakers on this subject were Colonel Madden, of the firm of Jas. L. Regan, Chicago; Messrs. Edgell, Philadelphia; Ellick, Omaha; Donnelley, Chicago; Traphagen, Lincoln; Brandao, New Orleans, and Foster. The resolution follows:

Whereas, There appears to be a decided feeling of unrest and uncertainty among the general business public regarding the present railroad situation, which uncertainty vitally affects the printing industry; and

Whereas, The railroads claim that the tendency of the last several years has been toward reduced rates and increased operating costs, owing to higher wages and higher costs of materials, and additional requirements of recent legislation; be it

Resolved, By the United Typothetae of America, assembled in its Twenty-seventh Annual Convention, that we earnestly urge upon the Honorable Interstate Commerce Commission the necessity of giving thorough consideration at the earliest possible date to the application recently filed by the railroads for permission to increase freight rates.

M. L. Bath, of Shreveport, La., delivered an address on "Efficiency of the Printer in the Shop."

O. H. Pollard, of Winnipeg, talked on the subject of "Efficiency of the Printer in the Office." It is necessary that the office should be a presentable room, comfortable for the visiting customer, as well as for the owner. Attention to detail and system is necessary. A complete sample system is important, and a price list should be displayed prominently where every customer could see it.

Isaac H. Blanchard's paper on "Trade Schools" was read by George H. Gardner, of Cleveland, and was well received.

Resolutions on the Long Price List for Paper, were adopted as follows:

Whereas, The best interests of the entire printing industry demand that what is known as the "Long Price List" be adopted by every dealer in paper, this for the reason that a price list approximating retail selling price will immensely help the printer to sell his paper at a profit.

Whereas, The Long Price List will set the paper industry a long way forward in the correction of the abuse which now permits the retail consumer of paper to buy at prices as low as the wholesale prices the printer must pay.

Whereas, The proof that the Long Price List is correct in principle, were any proof other than common sense needed, is found in the fact that in practically every industry other than the paper industry the Long Price List prevails. Therefore be it

Resolved, That the Committee on Printing Trade United Typothetae of America that we place ourselves on record in favor of the Long Price List, and call upon every paper dealer doing business with our members to aid us in bringing about this reform by withdrawing all net lists and submitting therefore price lists which will give printers protection to the extent of not less than 25 per cent. Be it further

Resolved, That the Committee on Printing Trade Matters of the United Typothetae of America be, and is hereby instructed to be present at the next meeting of the National Paper Trades Association, and then and there use every honorable means to secure a pledge from that association that the Long Price List will be immediately adopted by each of its members.

The following were elected officers and members of the Executive Committee:

President — George M. Courts, Galveston, Tex.
First Vice-President — Albert W. Finlay, Boston, Mass.
Vice-President — Joseph A. Borden, Spokane, Wash.
Vice-President — Alfred F. Edgell, Philadelphia, Pa.
Vice-President — George H. Gardner, Cleveland, O.

Executive Committee: — Pliny Allen, Seattle, Wash.; D. A. Brown, Kansas City, Mo.; C. P. Byrd, Atlanta, Ga.; Robert T. Deacon, St. Louis, Mo.; William Green, New York City; E. A. Hines, Detroit, Mich.; George Horn, Baltimore, Md.; B. F. Scribner, Pueblo, Colo.; D. L. Johnston, Buffalo; H. W. J. Meyer, Milwaukee; W. E. Milligan, San Antonio; J. A. Morgan, Chicago; B. P. Moulton, Providence; William Pfaff, New Orleans; R. P. Purse, Chattanooga; T. H. Rice, Los Angeles; Eugene Saenger, Sioux Falls; C. W. Simmons, Waterloo; Fred L. Smith, Minneapolis; Edward L. Stone, Roanoke; John Stovel, Winnipeg; C. D. Traphagen, Cleveland; Charles F. Warde, Pittsburg; John S. Watson, Jersey City; H. C. Wedekemper, Louisville.

President Glossbrenner invited Mr. Courts to the platform, surrendered the gavel to him and introduced the convention to its new president. Mr. Courts said:

I am afraid you are expecting a speech. I may say that my elevation to this honor was because of a talent for keeping everlastingly at it. For twenty-five years I have maintained an active working interest in the Typothetae. I may add that this is the second honor of the sort which has come to me in the last ten days, for I was elected at Springfield, Mass., as the president of the National Stationers' and Blank Book Manufacturers' Association. I deem it a great rise to have come as I have from a newsboy to the head of this great printers' society, and I appreciate it, gentlemen. There is a little lady in the back of the room who also appreciates it. (Great applause.) I will give you the best that is in me, and I ask your assistance.

Mr. Albert W. Finlay, the newly-elected first vice-president, who assumes the important position of chairman of the Executive Committee, was escorted to the platform. He said:

I appreciate the honor you have conferred on me. Perhaps I am not so enthusiastic as I should be, for I am familiar with the immense amount of work necessary to make my tenure of office as first vice-president successful. I desire to compliment Mr. Courts on his work, and ask for the president and myself your support. Perhaps I will call on the members of the Executive Committee oftener than they have been heretofore. I believe they should be the active missionaries in their sections.

Mr. Ewing, of Birmingham, moved that a rising vote of thanks be extended to Mr. Glossbrenner and the other officers, who in the last year had so ably guided the affairs of the Typothetae. The motion was duly seconded and adopted by unanimous vote.

President Courts presented to Mr. Glossbrenner the De Vinne gold medallion which comes to every retiring president of the Typothetae. Mr. Glossbrenner replied to the presentation as follows:

There is no gift that I shall ever receive in the future which I will hold with higher regard than this. It is a symbol that I have striven to accomplish something. Twenty years ago I sat in a Typothetae convention. I determined to master my business, and I feel that I owe much to this association for starting me on the right road. I owe much to it for the associations and friendships I have formed in it. I want to thank you for the deference and consideration you have shown to the office I hold. I shall in the future, as in the past, do my utmost to serve you.

We wish to acknowledge our obligations to the Printing Trades News, of New York City, for the aid of its pages in preparing this brief summary of the proceedings of the great convention, which, on account of other engagements, we could not attend, though such another deprivation has seldom occurred since we attended the second convention of the U. T. A. in N. Y. City in 1888, and we hope will not occur again in the coming twenty-five years.

The Entertainments

Of the substantial hospitality evidenced in the entertainments afforded, the News says in part:

The entertainment of the members and their ladies of the United Typothetae by the New Orleans committee was continuous and well arranged by the New Orleans committees, which comprised both ladies and gentlemen.

A large number of printer-men who are enthusiastic golfers had brought their golf outfits and, in charge of Frank Dameron, of New Orleans, were taken to the links.

Monday evening a get-together-and-get-acquainted smoker was held at the De Soto Hotel. This was attended by fully 500 printers. Besides being a smoker, an extensive luncheon was provided. Two "colored boy" bands, one of brass, which was a wonder for the volume of sound produced, and the other a guitar trio, enlivened things. J. Zach Spearing acted as master of ceremonies and delivered a speech which put all in good humor. On the programme were popular melodies by the College Boys' Mandolin and Guitar Club; baritone solo by Pierre Blanchard, accompanied by Ferdinand Dunkley; W. J. Coquille in impersonations; monologue by Bernard C. Shields, and a lecture on "Equal Rights" by "Emmeline Rankhurst." The last named made a pronounced hit. No one knew who Mrs. Rankhurst exactly was, though "she" seemed to have all the foibles of local and visiting printers down pretty pat.

While the men were enjoying themselves at the smoker the ladies were entertained in the parlors of the St. Charles Hotel with a reception and musicale, which was followed by dancing. The local women's committee made everyone present enjoy themselves.

On Tuesday afternoon the ladies were given an auto tour throughout the principal streets and a visit to the parks and water purification plant. The tour was in charge of D. R. McGuire, G. M. Upton and Herbert Palfrey.

In the evening the Orpheum Theatre was filled to capacity by delegates, members and their ladies, where they enjoyed a high-grade vaudeville show.

Wednesday afternoon a tour through the French quarter, with its wealth of historical landmarks, was enjoyed, and in the evening there was an informal musicale and dance.

On Thursday morning a trolley ride to points of interest was enjoyed, followed by an afternoon tea for the ladies at the Country Club.

On Thursday evening, after the convention had adjourned, an ink manufacturer gave the officers and Executive Committee a banquet at the St. Charles.

The steamboat ride on the Mississippi River to a sugar mill was a great event, practically all the visitors boarding the steamer at 8:30 Friday morning. It was an all-day affair with luncheon and all sorts of drinkables served on board. A grand good time was enjoyed. It was fortunate the convention was held at this time, as the sugar grinding is done only about one month, and the mill had only started up that week. About every visitor came away with a piece of sugar cane as a souvenir.

After the return from the boat trip there was a general departure from the hotels, all assuring their hosts that never had they been more pleasantly entertained than during their stay in the old Southern town.

The Entertainment Committee consisted of Herbert Palfrey (chairman), G. M. Upton, George Labarre, D. R. McGuire, W. D. Grace, F. Bildstein, J. E. O'Donnell, A. C. Sharon, F. F. Hyatt, E. C. Palmer, W. G. Cleveland and Julius Meyer. The chairmen of other committees were: Publicity Committee, William Pfaff; Reception and Hotel Committee, Henry Claverie; Ladies' Entertainment Committee, Mrs. Charles Pursell; Ladies' Reception Committee, Mrs. M. R. Bankston. The local Executive Committee on Arrangements for the convention were: Frank Dameron (chairman), W. A. Brandao, H. A. Thiberge, William Pfaff, F. X. O'Donnell, Herbert Palfrey, and Henry Claverie.

* * *

IOWA ADMEN PLAN TO EXPLOIT THE STATE

Big Fund to be Raised to Advertise Hawkeye Resources

At a meeting of the Associated Advertising Clubs of Iowa, held at Davenport October 20, 21 and 22, the advertising men raised $3,000 as the nucleus for a fund with which to place a state-wide publicity commission in operation.

The subscriptions taken will be used to secure a fund of a quarter of a million with which to educate the people of Iowa to an appreciation of the resources of the state, and to inform the rest of the world that the great Hawkeye state offers opportunities to farmers, manufacturers and other good citizens with a little money and considerable industry, that can hardly be found anywhere else in the United States.

Iowa is known throughout the world as an agricultural community, and so no special effort to secure publicity to enhance this reputation will be made, but the fact that manufacturing is becoming a great industry in Iowa will be featured. It is not generally known, even among Iowans, that of the two million population in the state, one-sixth are engaged in manufacturing.

Most of the plants in operation are small, but they are growing, and there is room for many more. The manufacturer in Iowa is right at the door of his market, and there are many lines that can be conducted more advantageously from Iowa cities than from any other location.

Iowa has an abundance of coal and a great variety of raw material, and an almost unlimited buying capacity. It has frequently been stated that if a Chinese wall were built around the state, enough food would be raised and enough products would be manufactured to keep everybody happy and comfortable.

The advertising men believe that they have undertaken a great work, and that the whole state will rally to their support. The commission consists of five members, elected by the Associated Advertising Clubs. The chairman is B. F. Williams, Des Moines, and the members are: George Boysen, Cedar Rapids; W. O. Coast, Iowa City; O. J. Benjamin, Nevada; and Paul Davis, of Waterloo.

* * *

CHURCH PAPER ADVERTISING TO BE CENSORED

In years past we had a brief experience in publishing a church paper at Indianapolis, Ind., and to our surprise and discomfort found that advertising of prepared remedies or patent medicines furnished the larger part of the income.

We concluded that such advertisers had found the church people more ready to believe in the symptoms described and the remedies recommended than were others, more trustful and unsophisticated. There have been great reforms since then and more correct views have come to be accepted as to advertising ethics and responsibility. The church papers have not been the first to reform, but the new ideas have at last found lodgment among the clergy and other managers of church papers. It is stated that questionable advertisements will be prohibited in all publications of the Reformed Church within the jurisdiction of the East Pennsylvania Synod, according to a resolution adopted unanimously at the sixteenth annual convention. In keeping with his policy, all advertising offered the church publication will be censored closely by the committee on church publications.

* * *

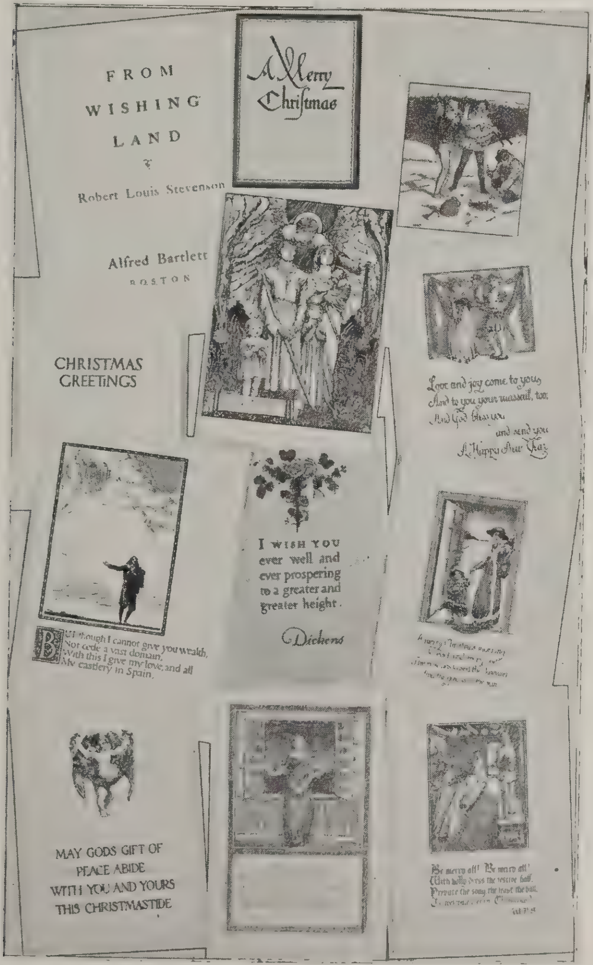
SPANISH PAPERS FOR JOURNALISM STUDENTS

The newspaper laboratory of the course in journalism at the University of Wisconsin has just received a gift of 83 Spanish newspapers. These papers, which will be added to the foreign newspaper collection of the laboratory, include practically every paper of importance published in Spain. They were collected by Dr. Grant Showerman, of the Latin department at Wisconsin, during a recent tour through Spain.

REVIEW OF JOB PRINTING

Address All Communications to E. S. HANSON, 538 S. Dearborn Street, Chicago

AS THIS issue of the National Printer-Journalist reaches its readers most of them will be in the midst of their Christmas work. They will be very busy, no doubt, but will nevertheless want to take time to look at the group of reproductions here shown, of the work of Alfred Bartlett, 69 Cornhill, Boston. It is as delightful a collection of Christmas cards and booklets as I have ever seen. The fact that most of them are printed from engravings rather than from type will possibly detract from their interest to some of our readers, who might otherwise want to follow them as suggestions for their own work. These are worked up in a variety of stocks and color combinations, some of the most attractive being printed on a heavy buff plate stock and printed in only one color, dark green and brown predominating. Antique dekel edge stock is also used on some of the work, in cream and brown, and printed in most satisfactory two color combinations. One of the pieces which is done almost entirely in type is a sixteen-page booklet containing Rudyard Kipling's "The Gypsy Trail." It is on a cream eggshell stock, which is not by any means expensive but still most satisfactory for the work. It is in board covers, the boards covered with dark green paper. Another booklet which is of particular interest, because the matter which it contains is seldom seen, is entitled "A Description of Jesus," and is from an old writing by Publius Lentullus, ruler of Judea in the reign of Tiberius Caesar. The entire booklet is printed from plates engraved in ancient style and has a buff paper cover over boards. Still another booklet contains Robert Louis Stevenson's poem "From Wishing Land," printed entirely from type. The title page is here reproduced. The poem itself is printed one stanza on a page, the stanza being printed at the top of the page, leaving the lower part blank.


FROM WISHING LAND
Robert Louis Stevenson
Alfred Bartlett
BOSTON
A Merry Christmas
CHRISTMAS GREETINGS
Love and joy come to you, And to you your wassail, too; And God bless you and send you A Happy New Year
But though I cannot give you wealth, Not cede a vast domain, With this I give my love, and all My castlery in Spain.
I WISH YOU ever well and ever prospering to a greater and greater height.
Dickens
MAY GODS GIFT OF PEACE ABIDE WITH YOU AND YOURS THIS CHRISTMASTIDE
Be merry all! Be merry all! With holly dress the festive hall.

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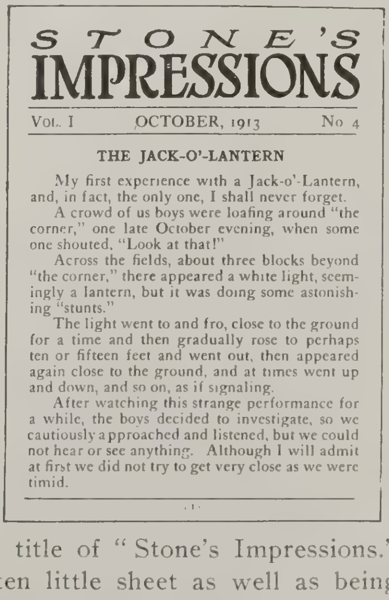
The Stone Printing & Manufacturing Company, Roanoke, Va., recently started a little house organ under the title of "Stone's Impressions." It is a well written little sheet as well as being done in attractive style in two colors.



STONE'S
IMPRESSIONS

VOL. I OCTOBER, 1913 No 4

THE JACK-O'-LANTERN

My first experience with a Jack-o'-Lantern, and, in fact, the only one, I shall never forget.

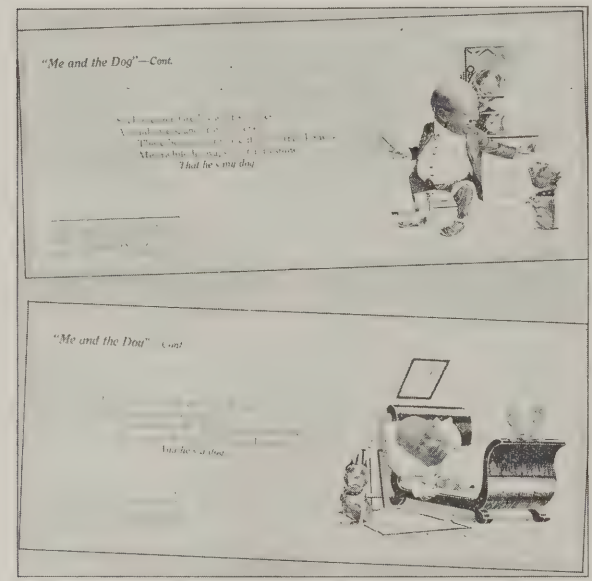
A crowd of us boys were loafing around "the corner," one late October evening, when some one shouted, "Look at that!"

Across the fields, about three blocks beyond "the corner," there appeared a white light, seemingly a lantern, but it was doing some astonishing "stunts."

The light went to and fro, close to the ground for a time and then gradually rose to perhaps ten or fifteen feet and went out, then appeared again close to the ground, and at times went up and down, and so on, as if signaling.

After watching this strange performance for a while, the boys decided to investigate, so we cautiously approached and listened, but we could not hear or see anything. Although I will admit at first we did not try to get very close as we were timid.

I almost threw Jo Anderson's dog blotters into the waste basket, thinking they were something which did not interest me. I soon found, however, that they were not of the waste basket variety but were decidedly different from the ordinary blotter. They are, I might say, perpetrated by the Jo Anderson Print Shop, Sacramento, Cal. Each one contains a stanza of a poem entitled "Me and My Dog" and an illustration to supplement the stanza, the illustration being from a pen and ink sketch drawn around a half tone of Mr. Anderson himself. With each blotter go a couple of printed slips, one of them giving something of the story of the dog and the other a synopsis of the preceding blotters, of which there are to be nine in all. The ones I have before me are the third and fourth numbers of the series, and neither of them says anything about printing except that one of them has this in small type in the corner: "Remember, the dog must eat and I must have your printing to furnish that bone." The other one has a line of similar import. Altogether it looks as though it might be a fairly remunerative class of print shop advertising.

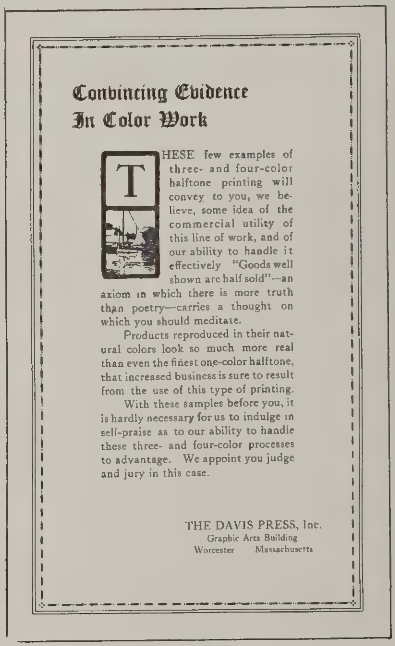

"Me and the Dog"—Cont.
That he's my dog
"Me and the Dog"—Cont.

* * *

I have been much pleased to look over a new volume entitled "Practical Typography," by Mr. George E. McClellan, and published by The Manual Arts Press, Peoria, Ill. Mr. McClellan is instructor of printing at the Lakeside Press School of Printing, Chicago, the big print shop which is customarily known under the firm name of R. R. Donnelly & Sons Co. Mr. McClellan has long experience as a practical printer and his success in teaching is sufficient guarantee of the subject matter of the book. It is primarily intended as a text book and is put up in convenient form for use for this purpose, being in loose leaf style. It contains sixty-three exercises, treating of composition in almost all of its phases, from correct spacing up to composition of tables and the make-up of a book. The exercises very largely supply actual copy for the student to set up, the copy itself being in the nature of instructive matter, so that the student memorizes the instructions at the same time that he is getting actual practice in composition. There are a number of things in the book which many who consider themselves accomplished compositors might well take note of, and it also contains a number of valuable tables and formulas which are worth keeping for reference. The book is altogether a valuable investment at the price of $1.50.

* * *

I am afraid that several specimens which should have gone to Mr. Woodworth have got into my basket. Here is one, for instance, from The Davis Press, Inc., Worcester, Mass. It is entitled "Convincing Evidence," and is confined principally to some samples of color work done by the Davis Press. The introductory page as reproduced herewith is a very good piece of typography, also.



Convincing Evidence
In Color Work

THESE few examples of three- and four-color halftone printing will convey to you, we believe, some idea of the commercial utility of this line of work, and of our ability to handle it effectively "Goods well shown are half sold"—an axiom in which there is more truth than poetry—carries a thought on which you should meditate.

Products reproduced in their natural colors look so much more real than even the finest one-color halftone, that increased business is sure to result from the use of this type of printing.

With these samples before you, it is hardly necessary for us to indulge in self-praise as to our ability to handle these three- and four-color processes to advantage. We appoint you judge and jury in this case.

THE DAVIS PRESS, Inc.
Graphic Arts Building
Worcester Massachusetts

* * *

The Brandon Printing Company, Nashville, Tenn., sends out a folder in two colors on bond paper, under the title "Just a Word to the Busy Man." It is such an appeal as even a busy man would be willing to take time to look over, and is here reproduced in full:

> Did you ever feel a desire to place your wants before the public — in an attractive printed form — and then find yourself at a loss how to do it — what to say — what shape it would assume? Nearly every one has this experience.
>
> It is an art to properly make copy, and it takes an artist to put the copy in tangible form so the printer can produce it — the crystallizing of thought — possibly only the placing of a word here and there — just a touch of dignity in the selection of display — maybe an engraving or two — the proper use of paper, etc.

Well, this is our business.

We can do all of these things, because we make a study of it. Let us undertake the work for you. It is a valuable service and it's yours for the asking.

Why waste your time and risk attaining the results you want, when we have a splendid equipment ready to be used at any time? Consult us — Our ideas are new, vigorous, and will take.

We can produce schemes in attractive cut-out forms — lithographing or printing.

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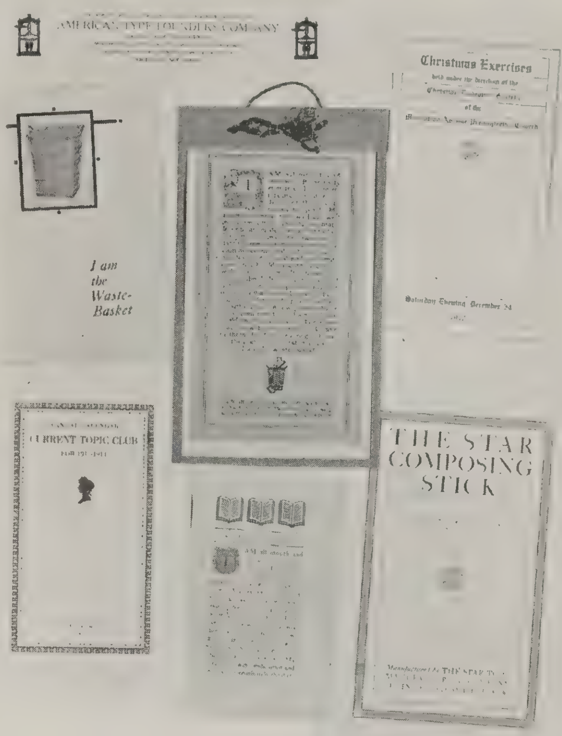
The following letter from Axel Edw. Sahlin, art compositor and typographical designer, is of interest as showing that he has made a change in his location:

> I want to thank you very much for the splendid criticism you have always made on my further samples I sent you. I am now, under separate cover, sending you a few more; as you see some of them I have treated in Italic, which being the last of my work done at the Roycroft Shop. I am now working with the American Type Founders Company, Jersey City, N. J.

E. F. DUTTON
BOOKLETS
LITTLE JOURNEYS
Greeting: The love you give away is the only love you keep
To my friend: I love you because you love the things I love
Honorary Banquet
Axel Edw. Sahlin Art Compositor Typographical Designer
Rare ... Bills Wanted

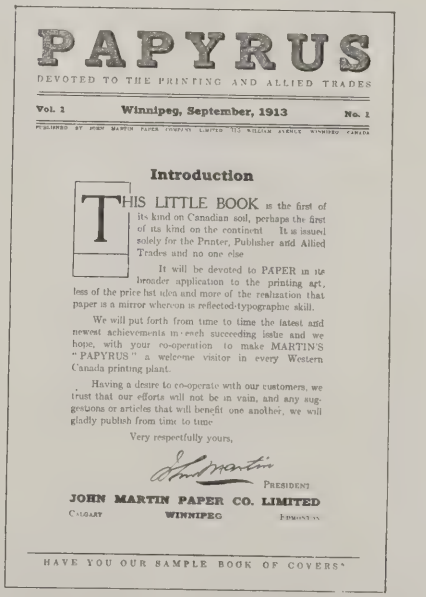
The American Type Founders Company has always had a reputation for an appreciation of art in typography, and has always had on its staff the best typographers that could be secured. This move is but another evidence of its business principle. I shall watch with considerable interest for specimens from Mr. Sahlin in his new location.

L. H. McNeil sends several attractive specimens already grouped up, which I am very glad to reproduce. I like particularly the cover for the Annual Calendar of the Current Topic Club and the circular for the Star composing stick. Both of these are in two colors.



✣ ✣ ✣

Another house organ, published by the John Martin Paper Company, Ltd., Winnipeg, and devoted to the printing and allied trades, is entitled "Papyrus," this title being in bold shaded type on the first page. In fact, the shaded type is used for display throughout, a fact which, in my opinion, detracts somewhat from the appearance of the publication.



PAPYRUS

DEVOTED TO THE PRINTING AND ALLIED TRADES

Vol. 1 Winnipeg, September, 1913 No. 1

PUBLISHED BY JOHN MARTIN PAPER COMPANY LIMITED 313 WILLIAM AVENUE WINNIPEG CANADA

Introduction

THIS LITTLE BOOK is the first of its kind on Canadian soil, perhaps the first of its kind on the continent. It is issued solely for the Printer, Publisher and Allied Trades and no one else.

It will be devoted to PAPER in its broader application to the printing art, less of the price list idea and more of the realization that paper is a mirror whereon is reflected typographic skill.

We will put forth from time to time the latest and newest achievements in each succeeding issue and we hope, with your co-operation to make MARTIN'S "PAPYRUS" a welcome visitor in every Western Canada printing plant.

Having a desire to co-operate with our customers, we trust that our efforts will not be in vain, and any suggestions or articles that will benefit one another, we will gladly publish from time to time.

Very respectfully yours,

John Martin
President

JOHN MARTIN PAPER CO. LIMITED
Calgary WINNIPEG Edmonton

HAVE YOU OUR SAMPLE BOOK OF COVERS?

lication, as it is used in combination with heavy rule and in other ways which render it out of harmony with its surroundings. This little organ has much in it of trade interest, however, and will be gladly received by those who are fortunate enough to be on the mailing list.

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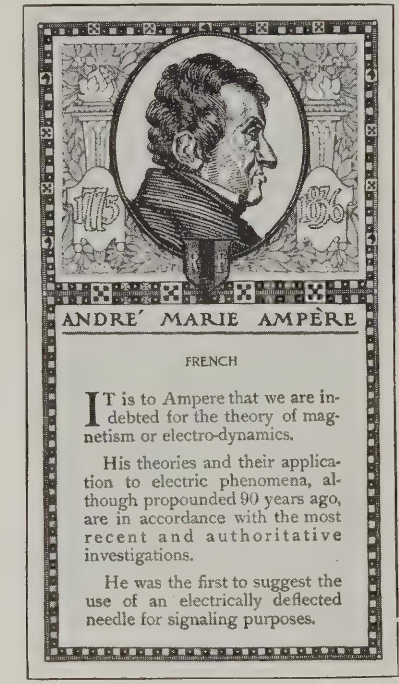
I have an attractive booklet advertising Wagner electric motors, prepared by Ray D. Lillibridge, Inc., 111 Broadway, New York. The booklet is gotten out somewhat after the highly decorative German style, as a sample page will show.



ANDRE' MARIE AMPÈRE

FRENCH

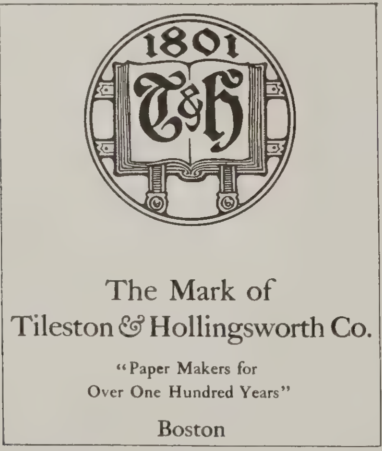
IT is to Ampere that we are indebted for the theory of magnetism or electro-dynamics.

His theories and their application to electric phenomena, although propounded 90 years ago, are in accordance with the most recent and authoritative investigations.

He was the first to suggest the use of an electrically deflected needle for signaling purposes.

✣ ✣ ✣

A book of paper samples from Tileston & Hollingsworth Company, Boston, is unusually attractive. It shows Milton cover and text in a number of colors and styles. These are attractively printed in two or three colors, and serve to show in the very best style the quality of these papers.



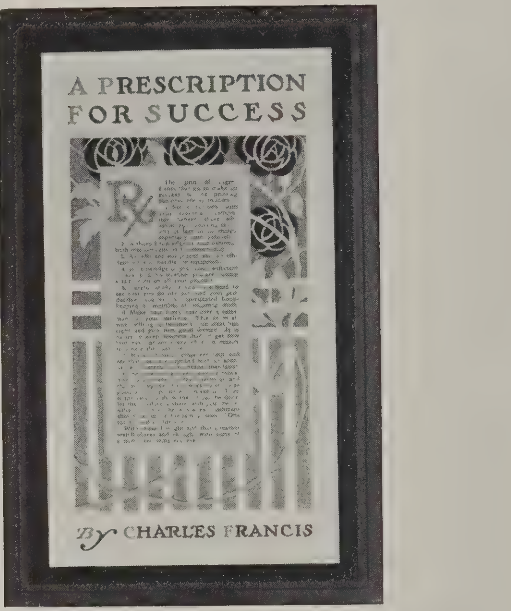
The Mark of
Tileston & Hollingsworth Co.

"Paper Makers for
Over One Hundred Years"

Boston

✣ ✣ ✣

This wall card from the Charles Francis Press of New York, entitled "A Prescription for Success," has a brown background onto which a white stippled sheet is pasted and printed in several delicate colors. It is a most harmonious piece of work, very far from the flat, lifeless thing which I am afraid it will appear in the reproduction.

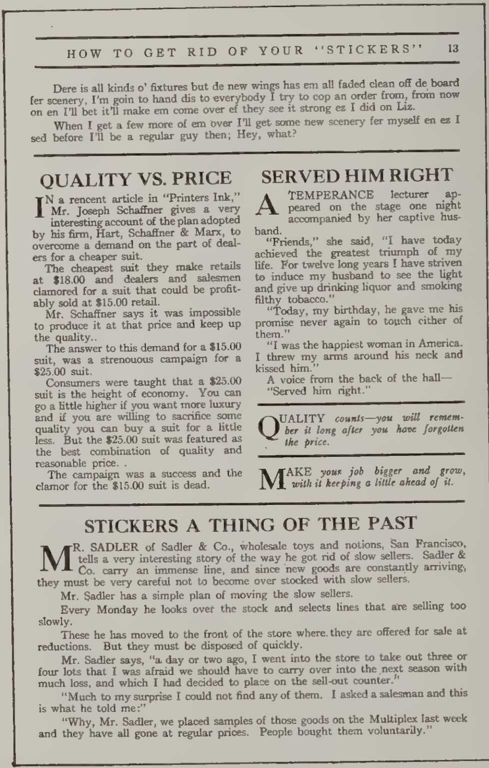


A PRESCRIPTION FOR SUCCESS

By CHARLES FRANCIS

✣ ✣ ✣

Another house organ which has come to my desk is entitled "The Guinea Pig," though why this title should have been chosen is something I have not yet been able to fathom. It is published by the Multiplex Display Fixture Company, St. Louis, Mo. A sample page of this publication will show that particular attention is being paid to an attractive make-up.



HOW TO GET RID OF YOUR "STICKERS" 13

Dere is all kinds o' fixtures but de new wings has em all faded clean off de board fer scenery, I'm goin to hand dis to everybody I try to cop an order from, from now on en I'll bet it'll make em come over ef they see it strong ez I did on Liz.

When I get a few more of em over I'll get some new scenery fer myself en ez I sed before I'll be a regular guy then; Hey, what?

QUALITY VS. PRICE

IN a rencent article in "Printers Ink," Mr. Joseph Schaffner gives a very interesting account of the plan adopted by his firm, Hart, Schaffner & Marx, to overcome a demand on the part of dealers for a cheaper suit.

The cheapest suit they make retails at $18.00 and dealers and salesmen clamored for a suit that could be profitably sold at $15.00 retail.

Mr. Schaffner says it was impossible to produce it at that price and keep up the quality..

The answer to this demand for a $15.00 suit, was a strenouous campaign for a $25.00 suit.

Consumers were taught that a $25.00 suit is the height of economy. You can go a little higher if you want more luxury and if you are willing to sacrifice some quality you can buy a suit for a little less. But the $25.00 suit was featured as the best combination of quality and reasonable price. .

The campaign was a success and the clamor for the $15.00 suit is dead.

SERVED HIM RIGHT

A TEMPERANCE lecturer appeared on the stage one night accompanied by her captive husband.

"Friends," she said, "I have today achieved the greatest triumph of my life. For twelve long years I have striven to induce my husband to see the light and give up drinking liquor and smoking filthy tobacco."

"Today, my birthday, he gave me his promise never again to touch either of them."

"I was the happiest woman in America. I threw my arms around his neck and kissed him."

A voice from the back of the hall—
"Served him right."

QUALITY *counts—you will remember it long after you have forgotten the price.*

MAKE *your job bigger and grow, with it keeping a little ahead of it.*

STICKERS A THING OF THE PAST

MR. SADLER of Sadler & Co., wholesale toys and notions, San Francisco, tells a very interesting story of the way he got rid of slow sellers. Sadler & Co. carry an immense line, and since new goods are constantly arriving, they must be very careful not to become over stocked with slow sellers.

Mr. Sadler has a simple plan of moving the slow sellers.

Every Monday he looks over the stock and selects lines that are selling too slowly.

These he has moved to the front of the store where they are offered for sale at reductions. But they must be disposed of quickly.

Mr. Sadler says, "a day or two ago, I went into the store to take out three or four lots that I was afraid we should have to carry over into the next season with much loss, and which I had decided to place on the sell-out counter."

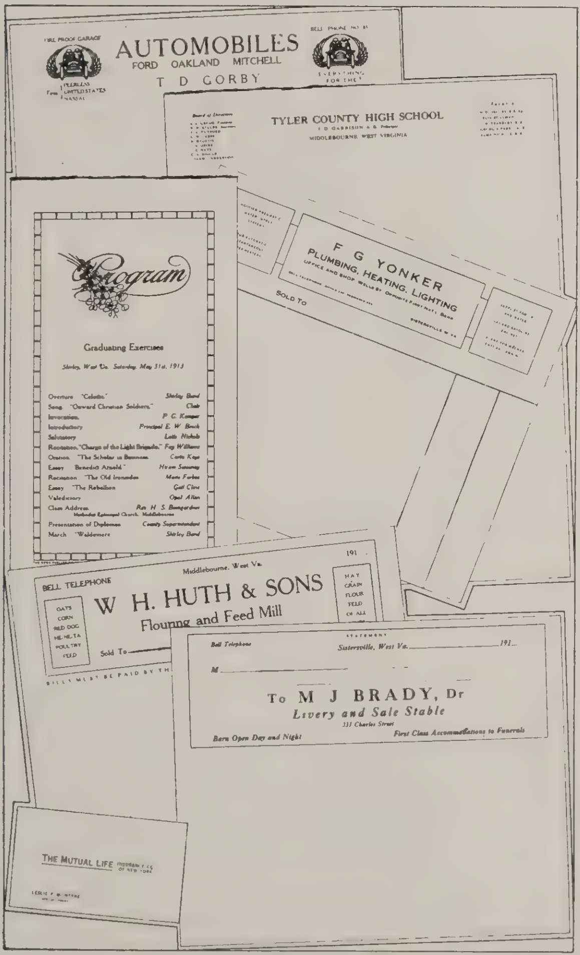
"Much to my surprise I could not find any of them. I asked a salesman and this is what he told me:"

"Why, Mr. Sadler, we placed samples of those goods on the Multiplex last week and they have all gone at regular prices. People bought them voluntarily."

A book printed recently to show the construction of the new freight terminal at Chicago for the Soo Railway has proved of particular interest to me because of the very judicious handling of two pages in text. These pages have one or two lines rather widely spaced but otherwise they are most excellent.

* * *

Charles Ashcroft, manager of the News Publishing Company, Middelbourne, W. Va., sends a large number of samples, practically all of which are almost without fault. I have been particularly interested in a sheet of specimens among this lot, this sheet being a number of pieces of work for the company itself, and grouped together in an attractive way. I am showing a half-tone of this group just as it appears on the sheet, although the coloring cannot be shown, the printing being in four colors.



FIRE PROOF GARAGE

AUTOMOBILES

FORD OAKLAND MITCHELL

T D GORBY

BELL PHONE NO. 85

TYLER COUNTY HIGH SCHOOL

MIDDLEBOURNE WEST VIRGINIA

F G YONKER

PLUMBING, HEATING, LIGHTING

Sold To

Program

Graduating Exercises

Shirley, West Va. Saturday, May 31st, 1913

Overture "Celestia"	Shirley Band
Song "Onward Christian Soldiers"	Club
Invocation	P. C. Kemper
Introductory	Principal E. W. Brock
Salutatory	Lotta Nichols
Recitation "Charge of the Light Brigade"	Fay Williams
Oration "The Scholar in Business"	Carlo Kaye
Essay "Benedict Arnold"	Hiram Sassaway
Recitation "The Old Ironsides"	Marie Forbes
Essay "The Rebellion"	Gail Cline
Valedictory	Opal Allen
Class Address	Rev. H. S. Baumgardner Methodist Episcopal Church, Middlebourne
Presentation of Diplomas	County Superintendent
March "Waldemere"	Shirley Band

Middlebourne, West Va. 191

BELL TELEPHONE

W H. HUTH & SONS

Flouring and Feed Mill

OATS
CORN
RED DOG
HENETA
POULTRY
FEED

HAY
GRAIN
FLOUR
FEED
OF ALL

Sold To

BILLS MUST BE PAID BY TH

STATEMENT

Bell Telephone

Sistersville, West Va. 191

M

To M J BRADY, Dr

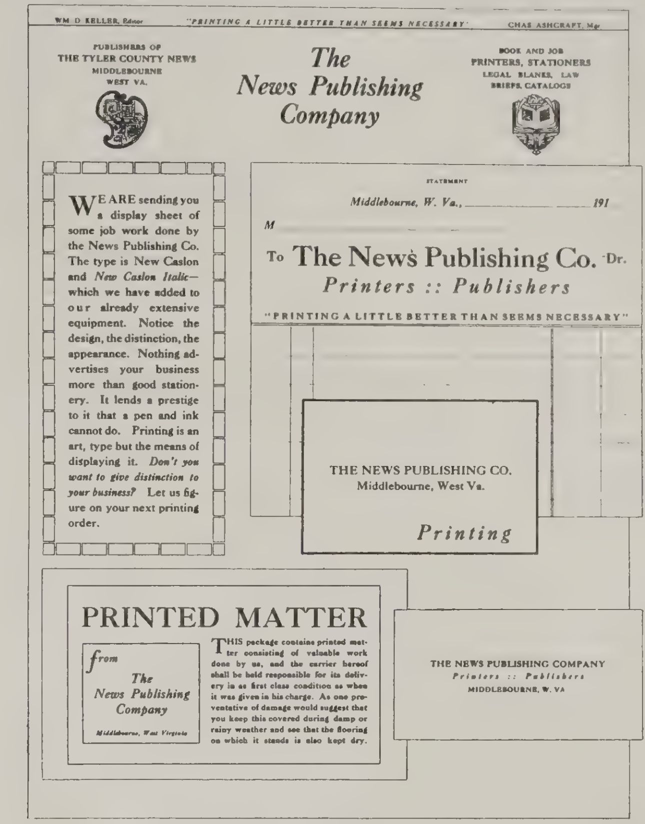
Livery and Sale Stable

331 Charles Street

Barn Open Day and Night

First Class Accommodations to Funerals

THE MUTUAL LIFE INSURANCE CO. OF NEW YORK



WM. D. KELLER, Editor "PRINTING A LITTLE BETTER THAN SEEMS NECESSARY" CHAS. ASHCRAFT, Mgr.

PUBLISHERS OF
THE TYLER COUNTY NEWS
MIDDLEBOURNE
WEST VA.

*The
News Publishing
Company*

BOOK AND JOB
PRINTERS, STATIONERS
LEGAL BLANKS, LAW
BRIEFS, CATALOGS

WE ARE sending you a display sheet of some job work done by the News Publishing Co. The type is New Caslon and *New Caslon Italic*—which we have added to our already extensive equipment. Notice the design, the distinction, the appearance. Nothing advertises your business more than good stationery. It lends a prestige to it that a pen and ink cannot do. Printing is an art, type but the means of displaying it. *Don't you want to give distinction to your business?* Let us figure on your next printing order.

STATEMENT

Middlebourne, W. Va., 191

M

To The News Publishing Co. Dr.

Printers :: Publishers

"PRINTING A LITTLE BETTER THAN SEEMS NECESSARY"

THE NEWS PUBLISHING CO.
Middlebourne, West Va.

Printing

PRINTED MATTER

*from
The
News Publishing
Company*

Middlebourne, West Virginia

THIS package contains printed matter consisting of valuable work done by us, and the carrier hereof shall be held responsible for its delivery in as first class condition as when it was given in his charge. As one preventative of damage would suggest that you keep this covered during damp or rainy weather and see that the flooring on which it stands is also kept dry.

THE NEWS PUBLISHING COMPANY
Printers :: Publishers
MIDDLEBOURNE, W. VA

This looks to me like a decidedly good piece of advertising for a print shop.

I should like to comment at considerable length on many of the other specimens, but it would consume too much space in this department.

The race program of the Tyler County Fair I would suggest has the advertisements printed in too large and bold a class of type. I believe the attractiveness of it would be increased greatly by a general lightening up all around.

The simple little card for Mr. McIntyre of the Mutual Life Insurance Company is well worth careful consideration.

* * *

"BETTER YEAR BY YEAR"

New York Press Association
Office of the Secretary
Dansville, N. Y., Nov. 4, 1913.

My Dear Mr. Herbert: Please give me credit for Printer-Journalist for another year. The Printer-Journalist grows better year by year, more practical, more inspiring. What stupendous strides forward the printing business is making in all its branches.

Yours fraternally,
A. O. BUNNELL.

COMMON-SENSE ASSERTING ITSELF IN VOCATIONAL TEACHING

The London County Council has this year decided to change the rules governing all technical schools in London under its jurisdiction. In future no lad is to be taught trades or to receive special technical instruction unless he has already attained a certain standard of elementary knowledge in the three Rs. Examinations are held, the passing in which serves as a standard. Lads who fail to pass are required to spend two evenings a week in an ordinary public night school, teaching English and arithmetic. Such a lad will be allowed to study one evening a week in the trade school. When he has upon examination shown satisfactory progress in the acquisition of elementary knowledge he is allowed to put in two evenings a week in the trade school and one evening a week in the elementary school. Upon passing the standard examination he is not required to continue in the elementary school. A well-known writer, commenting on this sensible restriction, says: "It is, after all, of very little service to have a well-informed and highly skilled man engaged in a technical institute pouring water through a sieve or repeating what are really abracadabras, because they carry no real significance or enlightenment to the young listener. It is a fact that a great amount of his time and the time of his teachers has been simply wasted."

Vocational schools are very numerous in Great Britain, as any municipality may, by establishing them, share in a national fund set aside for the maintenance of trade schools. The restriction set forth above applies to such trades as plumbing, carpentering, etc. It has been proved that it is usually impossible to make a good mechanic out of a lad who has lacked the opportunity or is defective in the power of application necessary to acquire the general elementary education given in the public schools. How much more is that elementary education necessary in lads who enter the printing business and have to deal with words and their meanings every hour they are on the payroll? No master printers should allow any lad to enter a composing room to learn typesetting who is not fairly proficient in the three Rs. To do otherwise is foolish, and is harmful both to the lad and the business — H. L. B.

* * *

A COURSE IN ADVANCED JOURNALISM AT PITTSBURGH UNIVERSITY

A round-table course in advanced journalism, taking up the popular newspaper questions of the day, has been added to the course in newspaper work at the University of Pittsburgh. At the first meeting of the class, T. R. Williams, managing editor of the Pittsburgh Press; C. R. Evans, manager of the Tri-State News Bureau; J. K. Burnett, assistant manager of the Tri-State News Bureau; Elmer R. Stoel, secretary of the Pittsburgh Publicity Association; Grif Alexander, Pittsburgh Dispatch; Fred E. Johnson, art editor, Pittsburgh Leader; Harry N. Bitner, art editor of the Press, and Charles S. Howell, retired newspaper man, took up the discussion of "What is News?" The discussion centered around the changing character of the news and the local story as a circulation getter.

The course is being offered for the benefit of any townspeople who are not particularly interested in the technique of newspaper work, but who desire to gain a more comprehensive knowledge of the editor's practices, his policy and methods. During the year members of the class will be expected to write three papers, the first on "How I Would Run a Newspaper"; the second, "Is the Endowed Newspaper Idea Feasible?"; and the last, on "The Future of American Journalism."

Under the head of editorial direction, the following subjects will be discussed: The make-up, newspaper management, newspaper policy, politics and newspapers, coloring the news, the syndicate game, "How I Would Run a Newspaper." Some of the points to be taken up in newspaper problems are commercial journalism, advertising, yellow journalism, women in journalism, the Sunday paper, are the woman's page features and sporting news overdone, newspaper libel, "Is the Endowed Newspaper Idea Feasible?" A history of Pittsburgh newspapers is to be one of the features in connection with the history of American journalism.

The total enrollment for the courses in the department of journalism, including the course in advertising and selling, has reached 115. In the beginning course, 34 students have registered, and 24 in the second year work.

The courses are being given by T. R. Williams, managing editor of the Pittsburgh Press, and Alvin H. Kessler, the new instructor in journalism from the University of Wisconsin.

* * *

REPORTING GREATEST WORK IN WORLD, SAYS STEFFENS

"Reporting is the greatest work in the world," declared Lincoln Steffens in addressing the students in the Course in Journalism at the University of Wisconsin recently.

"The reporter writes for millions, and millions depend upon him to explain the happenings of life so that they can understand them," continued Mr. Steffens.

"Our journalism is changing. The new and coming style will be fearless and will be written by those men who can go under the surface, who can look at life with open eyes and who can tell clearly what he sees. He must be able to see back of the acts of men and discern the social and economic forces that cause the acts, and he must explain these to his readers.

"We are not up against bad men, but bad conditions — wrong economic conditions — and these must be corrected before we can progress as we should. In correcting these evils the newspapers must take the lead.

"The great need today in the newspaper and magazine world is for men who possess the knowledge and the culture to take the achievements of the scientists, the astronomers, the great engineers, and the agricultural experts, and write it interestingly and correctly for the great mass of people who depend upon newspapers and magazines for their information."

* * *

Encore!

The Opera House Reporter, of Estherville, Iowa, has a managing editor in L. C. Zelleno who can give the world, that is all a stage, new proscenium-lights on the favorite characters, Success and Opportunity. An article in which Mr. Zelleno gives distinctly original ideas as to these is issued as a folder on cover stock by this bright journal of the amusement world. It should enable its readers, through the inspiration given by the thought that "Success is always roaming about," to grasp it as Mr. Zelleno has done in his editorial labors.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

NOTWITHSTANDING that the editor who does his duty is becoming more and more a recognized and appreciated figure in modern communities, there are times in the lives of practically all newspaper-makers when they grow despondent with the idea that they are not fully esteemed nor accorded the honor at home which is their due.

Little community progress, as well as little national progress, is possible without editorial initiative and boosting, and this explains why, both that editors are being more and more appreciated, as well as that many of them have moments of despondency in which they are cast down in spirit over the belief that their efforts to reform local deficiencies, or to improve defects, are not properly understood nor appreciated. It was some such thought as this that inspired me when I wrote the following verses, which I hereby dedicate to my brethren of the newspaper fraternity:

The History of Progress

What man hath ever tried to do
His best at anything,
And found his path with roses strewn,
Without some thorns to sting?
What man hath ever captured fame,
Except he far didst roam?
What prophet yet hath had the joy
Of honor in his home?

What man hath had convictions true,
And tried to make them good,
Who got reward from men, except
To be misunderstood?
What man hath labored earnestly
To help all human kind,
Whom half the world hath not despised
And bitterly maligned?

What man hath yet invented some
Remarkable machine,
Whom half the world didst not denounce
Or ridicule as mean?
What man hath yet tried to reform
Religion or the law?
Upon whose head there didst not fall
Anathemas most raw?

What man hath ever tried to change
The old for something new,
That did not have his enemies,
Who sought him to undo?
In short, what good hath anyone
Attempted in this life,
That it did not at once bestir
A deal of selfish pride?

The world seems so constructed that
To introduce a change,
Makes it as cross and churlish as
A mastiff with the mange;
Advancement is as poison to
The masses, in the main—
The fight of progress on today
Is history o'er again.

And so, if thou art pioneer
In any cult or cause,
Be it religion, politics,
Reforming creeds or laws,
Just buckle on your armor true,
And hold the fort, my son,
For that's the hard, but simple, way
All pioneers have won.

Heed not the censure of the world,
Nor Gossip's evil fame,
If worthy cause thou hast espoused
And honest is thy aim,
Push straight ahead with courage NOW,
And it is safe to say,
That future men will honor thee,
Though these do not today.

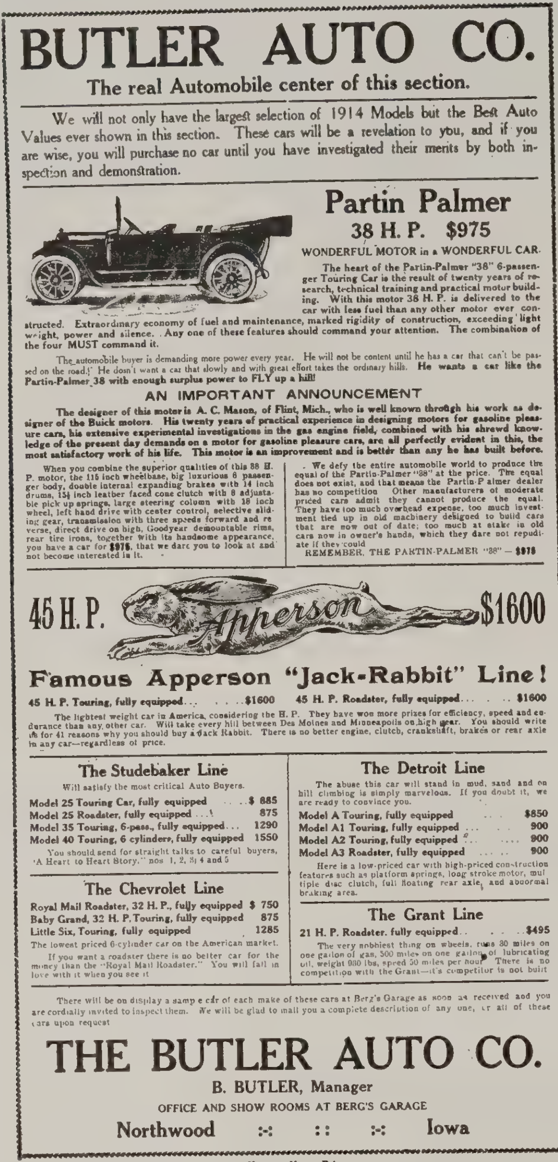
* * *

The following paragraph contained a cut of (presumably) the Herald editor himself:

> For fear that the people of Colorado may get it into their nuts, after sizing up the visiting editors, that they are a hard lot, after considerable persuasion, I secured the photo of one editor in the outfit who does not remind one of a horsethief. It is unnecessary to state that this editor belongs in Colorado. There were several other rather bright-appearing Colorado men in attendance at the editorial convention, but this was the best specimen I could capture. Each and every reader of the Herald correctly identifying this gentleman will receive the Herald one year upon payment of a dollar and a half in advance.

* * *

The first contribution to be considered is an advertisement from the Kensett, Iowa, News office, shown herewith as Exhibit No. 1. It is not a remarkable specimen, but just a simple, serviceable piece of printing, in the main, well done. About the only defect sufficiently prominent to warrant comment is the manner in which the tail was treated. "Northwood, Iowa," would have looked better closed up and centered, instead of spread out, with the dew-dads concocted of colons and hyphens intervening.



BUTLER AUTO CO.

The real Automobile center of this section.

We will not only have the largest selection of 1914 Models but the Best Auto Values ever shown in this section. These cars will be a revelation to you, and if you are wise, you will purchase no car until you have investigated their merits by both inspection and demonstration.

Partin Palmer

38 H. P. $975

WONDERFUL MOTOR in a WONDERFUL CAR.

The heart of the Partin-Palmer "38" 6-passenger Touring Car is the result of twenty years of research, technical training and practical motor building. With this motor 38 H. P. is delivered to the car with less fuel than any other motor ever constructed. Extraordinary economy of fuel and maintenance, marked rigidity of construction, exceeding light weight, power and silence. Any one of these features should command your attention. The combination of the four MUST command it.

The automobile buyer is demanding more power every year. He will not be content until he has a car that can't be passed on the road. He don't want a car that slowly and with great effort takes the ordinary hills. **He wants a car like the Partin-Palmer 38 with enough surplus power to FLY up a hill!**

AN IMPORTANT ANNOUNCEMENT

The designer of this motor is A. C. Mason, of Flint, Mich., who is well known through his work as designer of the Buick motors. His twenty years of practical experience in designing motors for gasoline pleasure cars, his extensive experimental investigations in the gas engine field, combined with his shrewd knowledge of the present day demands on a motor for gasoline pleasure cars, are all perfectly evident in this, the most satisfactory work of his life. This motor is an improvement and is better than any he has built before.

When you combine the superior qualities of this 38 H. P. motor, the 115 inch wheelbase, big luxurious 6 passenger body, double internal expanding brakes with 14 inch drums, 15¼ inch leather faced cone clutch with 6 adjustable pick up springs, large steering column with 18 inch wheel, left hand drive with center control, selective sliding gear, transmission with three speeds forward and reverse, direct drive on high, Goodyear demountable rims, rear tire irons, together with its handsome appearance, you have a car for **$975**, that we dare you to look at and not become interested in it.

We defy the entire automobile world to produce the equal of the Partin-Palmer "38" at the price. The equal does not exist, and that means the Partin-Palmer dealer has no competition. Other manufacturers of moderate priced cars admit they cannot produce the equal. They have too much overhead expense, too much investment tied up in old machinery designed to build cars that are now out of date; too much at stake in old cars now in owner's hands, which they dare not repudiate if they could.

REMEMBER, THE PARTIN-PALMER "38" — **$975**

Famous Apperson "Jack-Rabbit" Line!

45 H. P. Touring, fully equipped . . . . . . $1600 45 H. P. Roadster, fully equipped $1600

The lightest weight car in America, considering the H. P. They have won more prizes for efficiency, speed and endurance than any other car. Will take every hill between Des Moines and Minneapolis on high gear. You should write us for 41 reasons why you should buy a Jack Rabbit. There is no better engine, clutch, crankshaft, brakes or rear axle in any car—regardless of price.

The Studebaker Line

Will satisfy the most critical Auto Buyers.

Model 25 Touring Car, fully equipped	$ 885
Model 25 Roadster, fully equipped	875
Model 35 Touring, 6-pass., fully equipped	1290
Model 40 Touring, 6 cylinders, fully equipped	1550

You should send for straight talks to careful buyers, "A Heart to Heart Story," nos 1, 2, 3, 4 and 5

The Chevrolet Line

Royal Mail Roadster, 32 H. P., fully equipped	$ 750
Baby Grand, 32 H. P. Touring, fully equipped	875
Little Six, Touring, fully equipped	1285

The lowest priced 6-cylinder car on the American market.

If you want a roadster there is no better car for the money than the "Royal Mail Roadster." You will fall in love with it when you see it

The Detroit Line

The abuse this car will stand in mud, sand and on hill climbing is simply marvelous. If you doubt it, we are ready to convince you.

Model A Touring, fully equipped	$850
Model A1 Touring, fully equipped	900
Model A2 Touring, fully equipped	900
Model A3 Roadster, fully equipped	900

Here is a low-priced car with high-priced construction features such as platform springs, long stroke motor, multiple disc clutch, full floating rear axle, and abnormal braking area.

The Grant Line

21 H. P. Roadster, fully equipped	$495

The very nobbiest thing on wheels, runs 30 miles on one gallon of gas, 500 miles on one gallon of lubricating oil, weight 930 lbs, speed 50 miles per hour There is no competition with the Grant—it's competitor is not built

There will be on display a sample car of each make of these cars at Berg's Garage as soon as received and you are cordially invited to inspect them. We will be glad to mail you a complete description of any one, or all of these cars upon request

THE BUTLER AUTO CO.

B. BUTLER, Manager
OFFICE AND SHOW ROOMS AT BERG'S GARAGE
Northwood :-: :: :-: Iowa

Kensett News, Print

No. 1

✣ ✣ ✣

Years ago, during my first work in these columns of the National Printer-Journalist, one of my regular contributors was Howard C. Hull, now manager of the News Printing House of Charlotte, N. C. He showed great promise then as to his future achievements in the calling, and I was pleased to predict at that time that some day he would occupy a high place among printers. He used to contribute advertisements for review, and on more than one occasion entered as a competitor in this department's advertisement setting contests, in which he secured high places. But after a time, as he confesses in the following letter, he became silent so far as further communication with this department was concerned, but from other sources I gleaned from time to time news of his advancement, and was always pleased with each upward step in his printing career. And now comes this welcome letter, the first in several years:

Charlotte, N. C., Sept. 23, 1913.

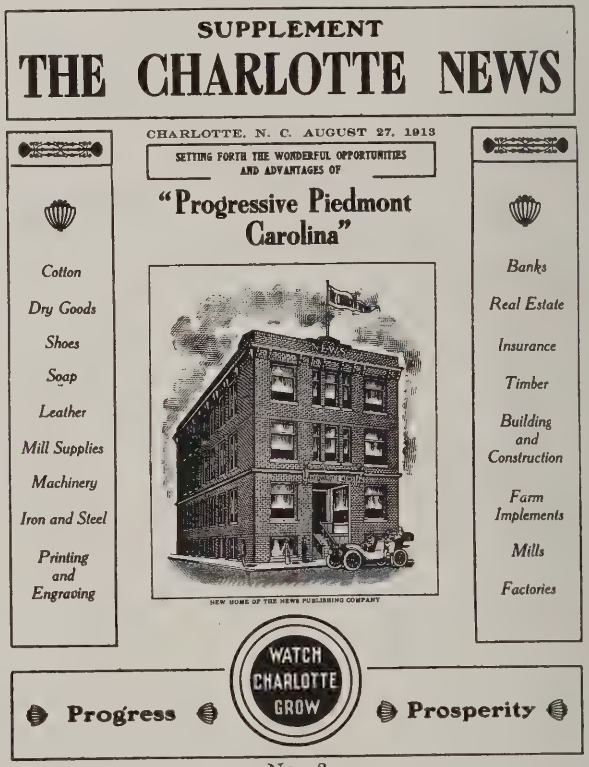
Mr. O. Byron Copper, De Soto, Wis.

Dear Mr. Copper: It has been some time since I have sent you anything, so I am forwarding you in same mail as this, under separate cover, a copy of a special edition we got out here. It's rotten, I think. A "fake" special edition promoter came along and worked this up.

With best wishes, I remain, as ever,

Fraternally,
HOWARD C. HULL.

I cannot wholly agree with the brother in that the special edition of The Charlotte News is "rotten." In many ways it is quite creditable, especially in point of its mechanical features. In Exhibit No. 2 it affords me pleasure to reproduce the front page of this supplement, which shows skillful and well balanced treatment in design and composition. My criticism would be that, in point of contents, this specimen is not so good, evidently, as opportunity warranted; but, in the main, it is not deserving of any such uncharitable appellation as that used by the contributor. The reading columns breathe the spirit of "boost" and withal are creditable, the pages devoted to the News Printing House holding especial interest for me. From them I quote the following concerning Brother Hull:



SUPPLEMENT

THE CHARLOTTE NEWS

CHARLOTTE, N. C. AUGUST 27, 1913

SETTING FORTH THE WONDERFUL OPPORTUNITIES AND ADVANTAGES OF

"Progressive Piedmont Carolina"

Cotton
Dry Goods
Shoes
Soap
Leather
Mill Supplies
Machinery
Iron and Steel
Printing and Engraving

Banks
Real Estate
Insurance
Timber
Building and Construction
Farm Implements
Mills
Factories

NEW HOME OF THE NEWS PUBLISHING COMPANY

WATCH CHARLOTTE GROW

Progress **Prosperity**

No. 2

> Howard C. Hull, the manager of the job printing department, is one of the best known printers in the south, whose work has received more comments and awarded more prizes than any other printer in North

Carolina. Mr. Hull came to Charlotte with his family, from Asheville, more than a year ago, and has made many friends among business men and fraternities, he being at present the Chancellor Commander of Mecklenburg Lodge, No. 90, Knights of Pythias.

The pages of this special supplement were about 10¾ x 13½ inches in size, the stock a supercalendared book, on which the impression secured is good. The displayed portions were all simply, but neatly, gotten up, so that, in the main, as I intimated at the outset, the edition was a creditable creation.

* * *

Aledo, Illinois, October 17, 1913.

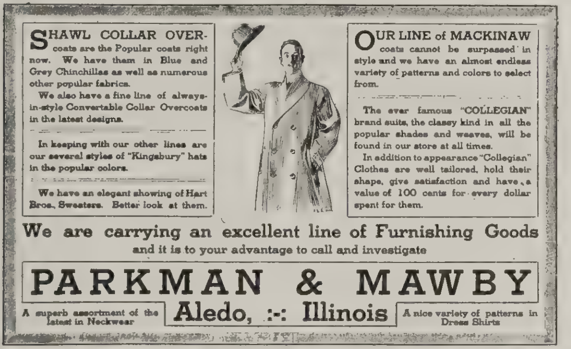
Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: I am sending you herewith an "ad" from our current issue for your criticism through the columns of the National Printer-Journalist. The last time I sent you an ad you dealt it a jolt that reminded one of a certain citrus fruit, but I must admit that it did me more good than any other one thing that I ever had happen to me in my career as a printer.

Yours respectfully,

E. ROY LOWNES.

That something has been the means of improving Brother Lownes' abilities as an ad-compositor is evident. We do not have to accept alone his free confession in the foregoing letter, but the moment we glance at his latest contribution, shown herewith as Exhibit No. 3, we have another convincing proof. I am happy, indeed, if some of this noticeable improvement is due to review in this department, even if that review was made at the risk of being unkind. This present ad from this contributor is laid out neatly and treated with saneness throughout. With but one little point in detail, there is nothing serious for the critic to object to, and that is the manner in which "Aledo, Illinois," was set. It would have simplified matters (and in just the degree one can simplify any part of his work, just so much better it becomes) to have omitted the colon-hyphen-colon ornament between these two words, drawing them together with only ordinary space between them. The effect would have been better thus, without necessitating any alteration of the box around the signature. Understand me, now, that this is really the only serious fault I find with this specimen, but will say, as a matter of education, that an ad of this kind is always better when greater margins of white are allowed, especially inside panels containing type matter; and it will be found preferable always to set the matter within panels in a size smaller type and solid, if necessary, to permit of these very desirable greater margins of white. Margins of from ten to twelve points are usually considered adequate, but I advocate and prefer from sixteen to eighteen and even twenty-four points.



SHAWL COLLAR OVERcoats are the Popular coats right now. We have them in Blue and Grey Chinchillas as well as numerous other popular fabrics.

We also have a fine line of always-in-style Convertable Collar Overcoats in the latest designs.

In keeping with our other lines are our several styles of "Kingsbury" hats in the popular colors.

We have an elegant showing of Hart Bros. Sweaters. Better look at them.

OUR LINE of MACKINAW coats cannot be surpassed in style and we have an almost endless variety of patterns and colors to select from.

The ever famous "COLLEGIAN" brand suits, the classy kind in all the popular shades and weaves, will be found in our store at all times.

In addition to appearance "Collegian" Clothes are well tailored, hold their shape, give satisfaction and have a value of 100 cents for every dollar spent for them.

We are carrying an excellent line of Furnishing Goods
and it is to your advantage to call and investigate

PARKMAN & MAWBY

A superb assortment of the latest in Neckwear

Aledo, :-: Illinois

A nice variety of patterns in Dress Shirts

No. 3

* * *

OFFICE OF THE REVIEW

Bridgeburg, Ontario, Canada, October 10, 1913.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: For several weeks past you have been receiving a copy of The Bridgeburg Review, and I would like very much if you would criticise the work in the National Printer-Journalist.

In this paper you see the product of a plant where job work, particularly "long runs," is made a specialty and as there are only two presses which will take the sheet and these are busy practically every working hour the press-work on the newspaper must be reduced to a minimum and that is the reason we adhere to the ready-print, so as to make only one form.

The Fort Erie Times and the Ridgeway Herald are two sub-editions of the Review. The Times front page is gotten by folding the pages differently but the Herald front page is the same as that of Review, with the exception, of course, of the heading. We find the sub-edition plan a very satisfactory one. The additional cost is practically nothing while the smaller towns are given local papers of their own. Then there is a certain amount of legal advertising which we must receive.

You will perhaps think that as this paper is issued from an office having more facilities than the average country newspaper plant we should produce a better paper. That is so, to a certain extent, but our firm refuses to allow the newspaper cost to become excessive and the loss charged to the job department. In this plant an order is entered every week for the newspaper in the same manner that an outside customer's order is entered. When the expense is above the average the writer must give the firm a good excuse for the increase.

Bridgeburg and Fort Erie are towns on the Niagara river, immediately opposite Buffalo, N. Y., having a population of 350,000, Bridgeburg having 2,000. Because of the proximity to the large city the retail business here is practically dead and we have to depend on Buffalo for a large part of our advertising revenue. Then there is a field on only one side of us and that is not, perhaps, the best agricultural section in the world. So that in many respects our papers are seriously handicapped.

But in spite our difficulties, we believe we are producing a creditable paper. There is usually plenty of news and when there is scarcity of that we generally manage to manufacture some by means of an editorial carefully aimed in the right quarters. The writer cannot speak too strongly as to the value of the use of the editorial columns to liven things up locally. They not only make news, but create a great deal of interest in the paper. We do not touch national politics and do not take sides when there is an election for local offices. But at other times we do not hesitate to criticise the actions of the village council or the school-board if we think they need it. We have not lost a cent's worth of business, either printing or advertising in following out this method and we do not expect to. We get all the printing there is from Bridgeburg and about two-thirds of the municipal printing from Fort Erie. The writer considers the local editorial the most important matter in The Bridgeburg Review.

Hoping to see a criticism of our paper in the National Printer-Journalist, we are,

Yours very truly,
THE BRIDGEBURG REVIEW,
J. Geo. Johnston, Assistant Editor.

The foregoing interesting communication refers to a publication reviewed more or less thoroughly in last month's installment of Newspaper Criticisms, but, happily, the Bridgeburg Review is a paper worthy of more than one inspection. This is true, not only in point of contents generally, as there is an unusually fine news-service maintained, but it is particularly true of the Review's editorial department, which, as I believe I intimated in my comment of last month, is above the average in respect to choice of subject and style of literary composition. In this connection, I ask the reader to read with care the paragraph next to the last in the above letter. Indeed, the editorial is an important feature in any newspaper, if well done, and, while perhaps secondary to news, it can often be made of news, and, as Brother Johnston suggests, often results in the creation of news. And the brother is right again when he suggests that a newspaper will never lose any business by availing itself of the privilege of a free press. In fact, I believe most implicitly that free and fearless editorial expression is one of the surest means of meriting and getting business, it being taken for granted, of course, that a man who has brains enough to write an editorial at all, has sense enough to espouse worthy causes. And by this I do not mean to imply that a newspaper should shrink from espousing an unpopular cause, just because it is unpopular. I have a lot of confidence in public opinion. I believe the world is composed in the majority of good people. Public opinion represents the composite thought or view of a thing, and as the majority are good, this composite view is not apt to be often far wrong. Hence, when an editor is sure he is right, he need have no misgivings as to the result of his going ahead. But, I suppose, as a matter of fact, borne out by instances of history, public opinion is sometimes wrong, and this is so, perhaps, simply because of public ignorance. And this is where the newspaper through its editorials comes in with a service of ineffable value, by disseminating information that will have a tendency to clear the cobwebs of dogma and superstition from the public mind — which, after all, are often mighty influences in forming public opinion — and when a newspaper does this, it is said to be a "molder of public opinion."

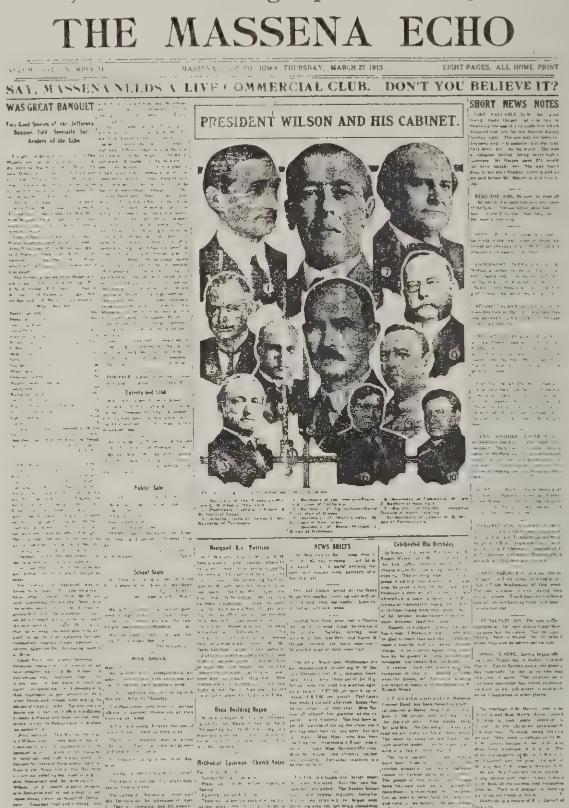
Massena, Iowa, Sept. 7, 1913.

O. Byron Copper, Esq., De Soto, Wisconsin.

Dear Sir: I am sending herewith a copy of my paper for your inspection and criticism. I read and enjoy your department in the Printer-Journalist. I sent in a copy of this same issue about two months ago but sent it to the Chicago office and have neglected to send one direct sooner. If you will reproduce the front page and the page ad in the P.-J., I will buy the cuts for use for advertising purposes. I have a small shop and am not "flush" with equipment but try to do the best possible under the circumstances. With kindest fraternal greetings, I am,

Yours very truly,
R. J. CORNELL.

The most remarkable, as well as the most commendable, feature about Brother Cornell's paper is that it is a six-column all-home-printed quarto, very liberally supplied with advertising matter of all kinds. That the front page is kept free from displayed matter is another point in the Echo's favor, but unfortunately, the presswork is rather defective, and in making up, not enough care is given to seeing that the several column rules do not extend below the type. To possess a neat appearance the column rules should all be of exactly an equal length and should line up exactly with the column bottoms. Exhibit No. 4 is the front page of the Echo, and Exhibit No. 5 is the full page advertisement, the latter lacking considerably in strength of display, due to its crowded condition. A slight relief would have been possible through the omission of the superfluous ornaments in the four corners, which certainly have no virtues



THE MASSENA ECHO

THURSDAY, MARCH 27 1913 EIGHT PAGES, ALL HOME PRINT

SAY, MASSENA NEEDS A LIVE COMMERCIAL CLUB. DON'T YOU BELIEVE IT?

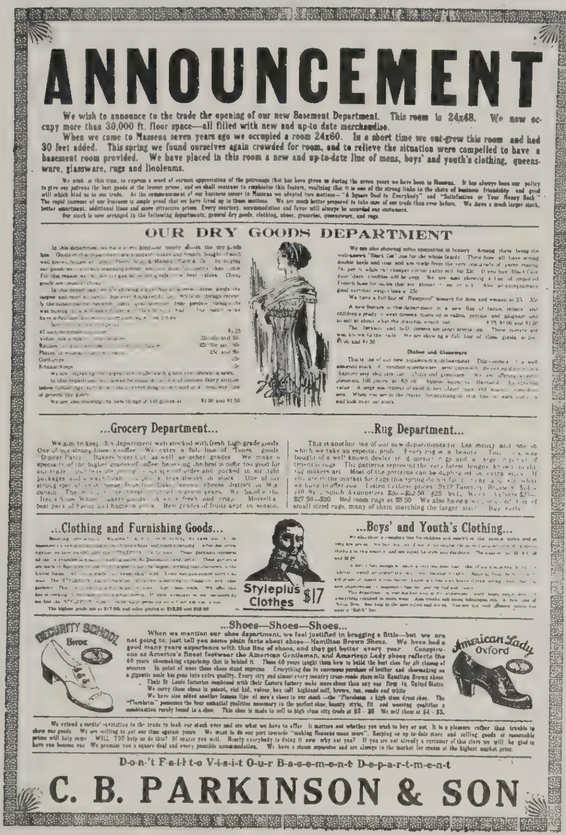
WAS GREAT BANQUET

PRESIDENT WILSON AND HIS CABINET.

SHORT NEWS NOTES

No. 4

that would warrant their retention. This is a very neat ad, however, and the deep margins of white are pleasing; but it is to be regretted that so much "copy" was supplied that the effect is heavy and repellent to the average busy American. I think this is the one condition that every advertiser ought to aim to avoid. Being all-home-printed, the Echo gives a good deal of news, and, withal, is not a failure as a newspaper.



ANNOUNCEMENT

We wish to announce to the trade the opening of our new Basement Department. This room is 24x48. We now occupy more than 30,000 ft. floor space—all filled with new and up-to date merchandise.

When we came to Massena seven years ago we occupied a room 24x60. In a short time we out-grew this room and had 30 feet added. This spring we found ourselves again crowded for room, and to relieve the situation were compelled to have a basement room provided. We have placed in this room a new and up-to-date line of mens, boys' and youth's clothing, queensware, glassware, rugs and linoleums.

We wish at this time, to express a word of earnest appreciation of the patronage that has been given us during the seven years we have been in Massena. It has always been our policy to give our patrons the best goods at the lowest prices, and we shall continue to emphasize this feature, realizing that it is one of the strong links in the chain of business friendship and good will which bind us to our trade. At the commencement of our business career in Massena we adopted two mottoes—"A Square Deal to Everybody" and "Satisfaction or Your Money Back." The rapid increase of our business is ample proof that we have lived up to these mottoes. We are much better prepared to take care of our trade than ever before. We have a much larger stock, better assortment, additional lines and more attractive prices. Every courtesy, accommodation and favor will always be accorded our customers.

Our stock is now arranged in the following departments, general dry goods, clothing, shoes, groceries, queensware, and rugs.

OUR DRY GOODS DEPARTMENT

Dishes and Glassware

...Grocery Department...

...Rug Department...

...Clothing and Furnishing Goods...

...Boys' and Youth's Clothing...

...Shoes—Shoes—Shoes...

When we mention our shoe department, we feel justified in bragging a little—but we are not going to, just tell you some plain facts about shoes—Hamilton Brown Shoes. We have had a good many years experience with this line of shoes, and they get better every year. Conspicuous as America's finest footwear the American Gentleman, and American Lady shoes reflects the 40 years shoemaking experience that is behind it. These 40 years taught them how to build the best shoe for all classes of wearers. In point of wear these shoes stand supreme. Everything due to enormous purchase of leather and shoemaking on a gigantic scale has gone into extra quality. Every city and almost every country cross-roads store sells Hamilton Brown shoes.

Their St. Louis factories combined with their Eastern factory make more shoes than any one firm in United States.

We carry these shoes in patent, vici kid, velour, box calf, highland calf, brown, tan, suede and white.

We have also added another famous line of men's shoes to our stock—the "Florsheim" a high class dress shoe. The "Florsheim" possesses the four essential qualities necessary in the perfect shoe, beauty, style, fit and wearing qualities a combination rarely found in a shoe. This shoe is made to sell to high class city trade at $5 - $6. We sell them at $4 - $5.

We extend a cordial invitation to the trade to look our stock over and see what we have to offer. It matters not whether you wish to buy or not. It is a pleasure rather than trouble to show our goods. We are willing to put our time against yours. We want to do our part towards "making Massena mean more". Keeping an up-to-date store and selling goods at reasonable prices will help some. WILL YOU help us do this? Of course you will. Nearly everybody is doing it now, why not you? If you are not already a customer of this store we will be glad to have you become one. We promise you a square deal and every possible accommodation. We have a cream separator and are always in the market for cream at the highest market price.

Don't Fail to Visit Our Basement Department

C. B. PARKINSON & SON

No. 5

✠ ✠ ✠

Fulton, Missouri, September 11, 1913.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: In this mail I am sending you a copy of the current issue of The Gazette. It is about an average issue, though possibly it is just a little short on advertising.

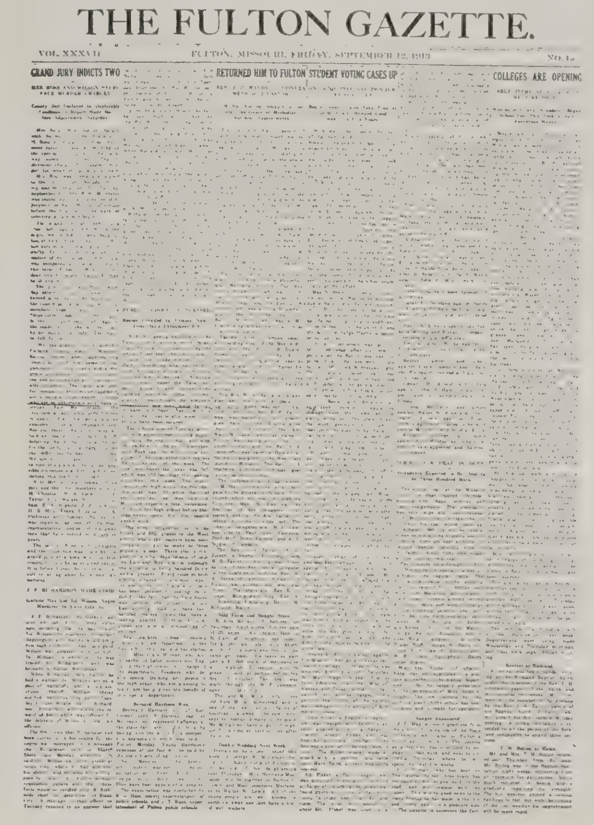
The paper is printed on a Cranston drum which we have had in use ten years. It is set on a standard No. 5 linotype.

The National Printer-Journalist of either August or September, 1910, contained a description of our building and plant.

Very respectfully,

OVID BELL.

A better newspaper than this Fulton Gazette from Brother Ovid Bell, it would be hard to find anywhere. It is a beautiful paper — a delightful paper to look at — as well as being an excellent paper in nearly every other respect. Exhibit No. 6 shows the Gazette's exquisitely clean front page, in which, I trust, the charming style of headings and its strict uniformity will be particularly noticeable and pleasing to all who inspect it. These heads, by their dainty, modest faces and uniformity of style, denote instantly that the men back of the Gazette are printer-journalists of fine taste and judgment. In the dignity of a paper's appearance, how wonderfully important is this simple little matter of head-lines. And yet how frequently do newspaper men, more especially those who make the home weeklies of this country, treat it as a matter of little significance, neglecting to maintain any regular style or method of harmony or unison



THE FULTON GAZETTE.

VOL. XXXVII FULTON, MISSOURI, FRIDAY, SEPTEMBER 12, 1913

GRAND JURY INDICTS TWO

RETURNED HIM TO FULTON

STUDENT VOTING CASES UP

COLLEGES ARE OPENING

No. 6

in this respect. In such a newspaper there is invariably the aspect of carelessness and slovenliness. Happily, there is no such deplorable indication in this delightful publication from Missouri, the contents of which, too, are quite as commendable as the fine manner in which it has been treated at the hands of the mechanical men. Note that the front page (Exhibit No. 6) is filled with bright, clean news stories, full of interest, and written in a style to please and satisfy. Six of the other seven pages (all home printed) are just as replete with news, there being headed stories, correspondence and short locals, while one of the seven other pages is devoted to a budget of editorials, excellent in topic and modern in literary composition. Nor is the story of the Gazette's goodness yet all told, for there is the press work — a perfect delight in its height of perfection —and the ad-composition, which, with an evident plentiful supply of some of the choicest type faces of this age and plain brass rule borders, combined with intelligent composition along up-to-date lines, is just as good as it is possible for human hands to make it. Exhibits Nos. 7, 8, 9 and 10 are examples. The features in these ads that raise them far above the average are simplicity of design, abundant white margins and correct whiting out.

Don't Be In Darkness

when a first-class Lighting System can be installed at a moderate figure.

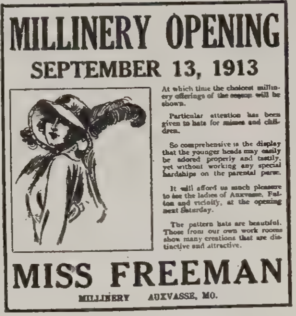
BLAUGAS

the new artificial light, can be put in country homes. It is comparatively safe and satisfaction is guaranteed. Several Callaway farmers are using it. Let me figure on installing a plant for you.

B. H. JAMESON
REPRESENTATIVE

JAMESON BLOCK FULTON, MISSOURI

No. 7



MILLINERY OPENING
SEPTEMBER 13, 1913

At which time the choicest millinery offerings of the season will be shown.

Particular attention has been given to hats for misses and children.

So comprehensive is the display that the younger heads may easily be adored properly and tastily, yet without working any special hardships on the parental purse.

It will afford us much pleasure to see the ladies of Auxvasse, Fulton and vicinity, at the opening next Saturday.

The pattern hats are beautiful. Those from our own work rooms show many creations that are distinctive and attractive.

MISS FREEMAN
MILLINERY AUXVASSE, MO.

No. 9

Armour's Bone Meal and Fertilizer

We carry a good stock of these goods at all times and make the lowest possible prices. Send in your wagons.

Callaway Hardware Company

No. 8

PUBLIC SALES

Why yes. While the season was not all that we mortals would have had it, still people are going to continue to live, are changing locations and are having public sales. When they get Holman as auctioneer they generally are well satisfied with prices obtained. I am now booked for September 16, 23 and 24, and October 6. Terms to suit. Telephone for dates.

I. W. HOLMAN, Auctioneer
FULTON, MISSOURI

No. 10

* * *

Ravenna, Nebraska, Oct. 20, 1913.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: I am an interested reader of your department of the National Printer-Journalist, and it occurred to me that you might be interested in seeing a copy of The News' "Booster" edition, issued on the 17th inst. I am sending you a copy by this mail.

Yours truly,
C. B. CASS.

I am truly thankful to Brother Cass for the privilege of inspecting this dandy special "booster edition" of the Ravenna News. It is printed on heavy calendared stock and consists of three sections, each composed of eight pages of seven-column size. In his editorial introduction of the edition, Editor Cass explains that it is Ravenna's contribution to the state-wide educational campaign inaugurated by the papers affiliated with the Nebraska Press Association, having for its purpose the advertising of Nebraska's resources and merits as an agricultural and industrial commonwealth, and as such Ravenna people may well feel proud of it. Three thousand copies were printed, those over and above the number mailed to regular subscribers being sold at ten cents the copy. The front page of the first section is embellished with a great half-tone occupying more than half the page, and consisting of a group of views of Ravenna industrial and business buildings. This section is filled with special articles pertaining to the city, county and state and their peculiar advantages as places in which to live and engage in business. Each page is made beautiful and more interesting by half-tone illustrations, many of them of three-columns' width. Aside from the special illustrated feature stories on the front and back pages, the contents of the second section of this fine "booster edition" consists of pen sketches of the men who do things in and about Ravenna, each sketch being accompanied by a good oval cut of the subject. The third and last section contains the regular week's news, supplemented with an evident overflow of special illustrated stuff. Every line of the special matter in this excellent edition of the News is well done, from the time it was inscribed by the editor's pen until it was turned from the press, and I must particularly compliment the clever workman who attended to the mechanical makeup of the pages, the arrangement being extremely neat and artistic and at the same time perfect in balance. From Brother Cass' own statement, I quote the actual cost of stock, engravings and linotyping of straight matter on this special number to have been between three and four hundred dollars, and then there is the cost of imposition, ad-composition and pressing uncomputed. One thing which has struck me as remarkable, while looking over this extraordinarily creditable sheet, is the fact that such few advertisements appear in its columns. In a town of Ravenna's proportions and business facilities, I should have expected page after page in such an edition of the home newspaper to be demanded for displayed advertising purposes, whereas, on the contrary, the ad spaces are what I would deem of a minimum number and of minimum size, the largest being not greater than a quarter page. Whether this is due to a lack of enterprise on the part of Ravenna's business men, or whether it was through choice of Editor Cass, who did not feel justified in swelling his special edition to extreme size, I, of course, am unable to judge; but, if the former, then the business men of Ravenna are surely in line for this department's heartiest contempt. In conclusion, I wish to say unreservedly that this special "booster edition" of the Ravenna News is a very commendable effort on the part of Brother Cass and his force of helpers, and it ought to prove a material factor in the vital forces set to work to increase immigration to Nebraska.

* * *

And now comes this initial number of the Deerwood (Minn.) Times, issued by Harvey E. Mussey, as owner and publisher, and his son, Homer F. Mussey, as managing editor, they of erstwhile connection with the publication of the Thief River Falls (Minn.) Times. This new Mussey creation is not "mussy" at all, but a neat, clean little six-column folio, all home print. A dandy editorial department is one of its finest features, with a delightful front page of good headed stuff, and a back page full of short locals. As yet, advertising patronage is not heavy, but such as the new enterprise enjoys is cleverly treated at the compositor's hands (Exhibit 35). With sincerity, I wish Brothers Mussey prosperity and happiness in their new field.

What's That?

Benson selling fresh meat? I guess yes! Selling some Dry Goods, also---some that's just right! New goods, too! Also Shoes, Groceries, etc!

Chas. E. Benson

No. 35

TYPES WHICH PRODUCE TWO-COLOR EFFECTS WITH ONE PRINTING

The fashionable color combination is harmonies of black, gray tones with black. Gray is a color most friendly to all other colors. Harmonies of varying tones of one color are always correct and always safe. Hitherto the typographic printer has procured such color harmonies by two printings. The halftone engravers a little while ago showed how these harmonies could be procured with one printing, one plate, one color, by varying the intensities of the tones from full black to grays, or from full blue to minor tones of blue, and so with browns, reds, etc.

Now, the ever-progressive American Type Founders Company has furnished types, borders, brass rules and ornaments for the same purpose. With one printing, one form, one color, a two-color contrast is obtainable by using these new products of the type foundry, and the results are exquisitely refined mass effects without heaviness; clarity and vigor in head lines which emphasize the text or illustrations instead of detracting from the power of the latter; harmony in typography never so easily obtained.

This new material is not in the latest (1913) specimen book of the American Type Founders Company, but pamphlets and specimen sheets may be had from any branch of the company, or from its agents everywhere. So far the new gray-tone materials comprise Cheltenham Bold Shaded, Antique Shaded, Copperplate Gothic Shaded, Floral Decorators, Grecian Shaded Borders, Gray Open Square Borders, Diagonal Shaded Borders, Lithotone Brass Rules, Gray Borders Nos. 1 and 2, and Linear Borders.

Such of this material as is called "shaded" should not be confused with the colorless knife-edged shaded effects of twenty years ago. In these new mis-called "shadeds" there are decisive color tones, produced in the only way varying tones can be provided by line artists, by the introduction of alternate lines of white with black, modifying the intensity of the full tones.

The printing lines are firm and strong and protected by a line of full color following the contours. This extension of possibilities in typographic printing is very interesting, and is creditable to the American Type Founders Company.

"PROOF OF PROGRESS"

A very handsome booklet, printed on extra quality deckle-edged paper, has reached this office from the J. W. Butler Paper Company. The above is the title and refers to the progress made by the company's Kansas City branch, and known as the Interstate Paper Company, and a combination with the Missouri Paper House, the new house to be named and known as the Missouri-Interstate Paper Company. The officers of the company are: President, J. F. Butler, vice-president and secretary of the J. W. Butler Paper Company of Chicago; vice-president, H. A. Olmsted, general manager of the distributing houses of the J. W. Butler Paper Company; second vice-president, George O. Thompkins, a long-time employe of the J. W. Butler Paper Company, who originated the Southwestern Paper Company at Dallas and Houston, Texas, in 1906, and the Interstate Paper Company of Kansas City, of which he was treasurer and general manager in 1910; treasurer, D. B. Fant, who has been treasurer and credit man of the Missouri Paper House; secretary and city salesman, F. P. Fruth, who, with his brother, established the Missouri Paper House in 1904, and who had been president and general manager; country salesman, J. Howard Tompkins, who had been with the Butler Paper Company since 1896.

The combination of the two companies, headed and managed by expert paper men, with a concentration of correct merchandising, affords the friends of both houses better purchasing facilities. "Service and Quality" are the claims of the company.

✣ ✣ ✣

PROGRESS OF THE NATIONAL PRINTING SHOW

Nearly one hundred concerns have signed for space at the National Printing and Allied Trades Exposition which is to be held in the new Grand Central Palace next April. Among those who recently signed are the Auto Falcon & Waite Die Press Company, New York; Toronto Type Founders Company, Toronto; National Sales Company, Chicopee Falls, N. Y.; Challenge Machinery Company, Grand Haven, Mich.; George P. Clark Company, Windsor Locks, Conn.

The following associations will be represented by booths at the show: United Typothetae of America, Ben Franklin Club of America, National Order of Pica, Printers' League of America, Typothetae of the City of New York, New York Master Printers' Association, New York Order of Pica.

The National Exposition Company will shortly issue a handsome poster in colors, advertising the Exposition, which will be distributed to printers and supply men.

It has been definitely stated that several of the exhibitors who have already signed up for space will show new machines at the 1914 show, which have never before been publicly exhibited.

The indorsement of the show by the Merchants Association of New York has had good effect in stimulating interest. As the matter stands, the Exposition has been indorsed by practically every association in the allied industries.

Arrangements are being made for the addition of educational features which will still further enhance the possibilities of the show. Considerable publicity will be secured in mediums reaching the business men, with the purpose of insuring a large and representative attendance to view the Graphic Arts Exhibits.

USEFUL MATRIX INFORMATION

The Mergenthaler Linotype Company of New York is to be commended not only for constantly making improvements and originating new features, but for issuing, just as constantly, booklets filled with useful suggestions and information for the benefit of the users of the linotype machines.

The latest booklet of the kind to reach our desk is properly entitled as above, "Useful Matrix Information." It contains valuable directions as to the simple but useful methods of finding "the face size of a matrix" and "the name or number of a font to which matrix belongs," accompanied by illustrations and testing diagrams.

Then follow the enumerations, by names, of some three hundred and fifteen font slots, face notches and teeth combinations of linotype matrix, and face notches on reference side. An explanation is given as to "matrix combinations" and the meaning of the word "combination" in connection with linotype matrix, of "pi matrix," "the cutting of combinations," etc.

The last pages are given up to "Matrix Tooth List and English Slug Chart," "Commercial Fractions" and "Advertising Figures." The booklet is of pocket size. A copy should be in the hands of every linotype machinist and machine operator.

⁂

THE BOOK YOU NEED

Attention is called to the advertisement of J. L. Frazier for his book, "Nifty Ideas for Thrifty Printers," which appears on page 915 of this number. Mr. Frazier advises us that the advertisement which appeared in last month's issue brought him a number of replies. The book is a splendid exhibition of the typographical art and deserves a large sale. Upon receiving his copy, L. H. McNeil, of Findlay, Ohio, who is perhaps the most consistent prize-winner in typographical contests in the United States, said: "It is the most complete book of its kind that has ever come to my notice." Every class of work handled in the average plant is represented by model designs that should prove of assistance to the proprietor, foreman, journeyman and apprentice.

The price of the book is $2, carriage prepaid, and is sold on a positive guarantee that it is authentic and just as represented. Those wishing copies should address J. L. Frazier, 604 Kentucky street, Lawrence, Kan., without delay.

⁂

OFFICE OF WILLIAM THOMSON PRINTERS' MACHINERY COMPANY

Last month, by oversight, the handsome business office of the William Thomson Printers' Machinery Company in Chicago was wrongly labeled as the Boston home office of the H. C. Hansen Type Foundry. It was one of those tricks of memory that came from the thought of the home of the Boston foundry that is represented in Chicago by the William Thomson Printers' Machinery Company, who have fitted up an office, at an expense of something less than a million dollars, that does great honor to both the company and the foundry.

⁂

The insert in this issue of F. E. Okie Company shows proofs of their gold ink ready to mix, which they claim to be the best on the market. The printing is the actual result on a run of ten thousand copies. The ink prints well, dries well, and will keep the color bright and will not tarnish. It is clean-working, keeps sweet in the varnish after mixing for any length of time and does not blacken or fill up, and the price is only $2 a pound.

MIEHLE COMPANY ANNOUNCEMENT

The Miehle Printing Press and Manufacturing Company of Chicago has acquired the old-established business undertaking heretofore carried on by the Huber-Hodgman Printing Press Company of Taunton, Mass. As is well known to the printing trade, the latter company has manufactured "The Hodgman" two-revolution flat-bed press, and as the Miehle Company announces its intention of continuing to build that press at the Taunton works, those printers who are accustomed to using "The Hodgman" will be able to obtain it as in the past.

⁂

THE STANDARD

It is putting the standard high when printers are urged to "do all the printing of your town." However, it is just and so considered by all right thinking men, provided only that the printer is equipped with the means for doing the work in a way profitable to himself and satisfactory to his people. It is the claim of the Wood & Nathan Company that the Standard High Speed Automatic Printing Press will enable the printer to do expeditiously and profitably the many lines of specialty printing now quite generally sent out of town.

The announcement of this company, on pages 766 and 767, is worthy of study for its suggestions as to keeping printing at home. It is a big advertisement for a printing company to be able to announce the purchase of a new and up-to-date machine that will handle in a satisfactory manner all classes of printing and then to follow up such an announcement by making good and by an appeal for the home support that is the rightful due. It will bring increased business.

⁂

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.

of **The National Printer-Journalist,** published once a month at Chicago, Illinois, required by the Act of August 24, 1912.

NOTE.— This statement is to be made in duplicate, both copies to be delivered by the publisher to the postmaster, who will send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the postoffice.

NAME OF POSTOFFICE ADDRESS

Editor, Benjamin B. Herbert, 4618 Ravenswood Avenue, Chicago, Illinois.

Managing Editor, Benjamin B. Herbert, 4618 Ravenswood Avenue, Chicago, Illinois.

Business Manager, Benjamin B. Herbert, 4618 Ravenswood Avenue, Chicago, Illinois.

Publisher, Benjamin B. Herbert, 4618 Ravenswood Avenue, Chicago, Illinois.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent or more of total amount of stock.) Benjamin B. Herbert, Owner.

Known bondholders, mortgagees, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities: There are none.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement. (This information is required from daily newspapers only.)

Form 3521.
B. B. HERBERT,
Editor and Publisher.

Sworn to and subscribed before me this 30th day of September, 1913.

E. B. BARNARD,
(SEAL) Notary Public.

My commission expires November 10, 1914.

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Subscribers to the *Printing Trade News* may secure a copy of the *Printing Trade News* edition of the Ramaley Price List and Estimating Guide, for $1.00. The price of this book, which is considered the most valuable work on the subject, is $1.50, and only paid-up subscribers can avail themselves of this $1.00 offer. Write now.

Weekly Printing Trade News

326-328 West 41st St., New York City

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Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

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One Hickok Ruling Machine, without striker, 32-inch cloth, large assortment of pens, no power; cost $260	90.00
One Rotary Book Sawing Machine, table 26x45 inches, made by Standard Machinery Company, hand or power, 5 saws on arbor; cost $150	60.00
One 32-inch Horizontal Board Cutter or Gauge Table Shears, cast iron frame and top, made by Standard Machinery Co.; cost $95	65.00
Twenty-five pairs used News Cases	75c per pair
Twenty-five 2-3 used Job Cases	30c each

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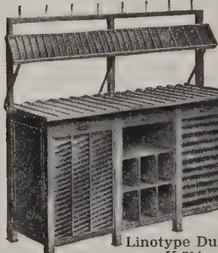
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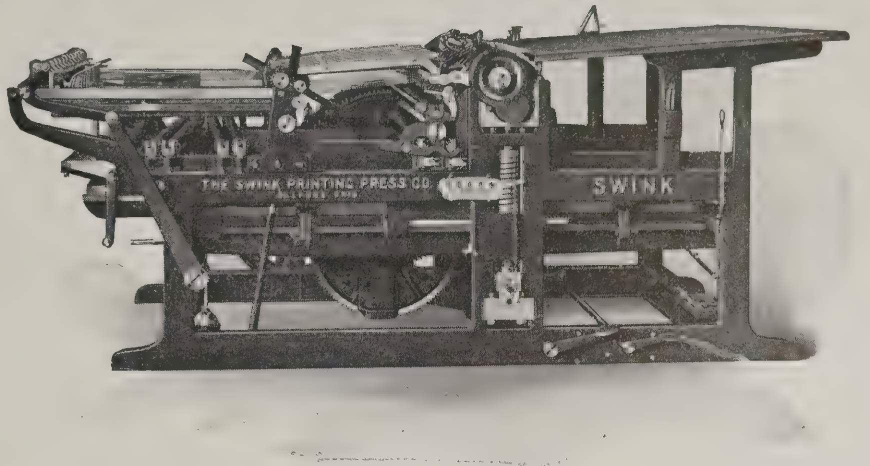

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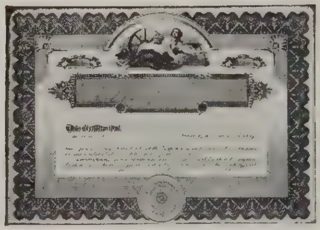

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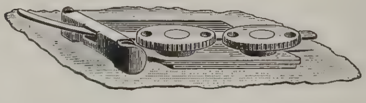

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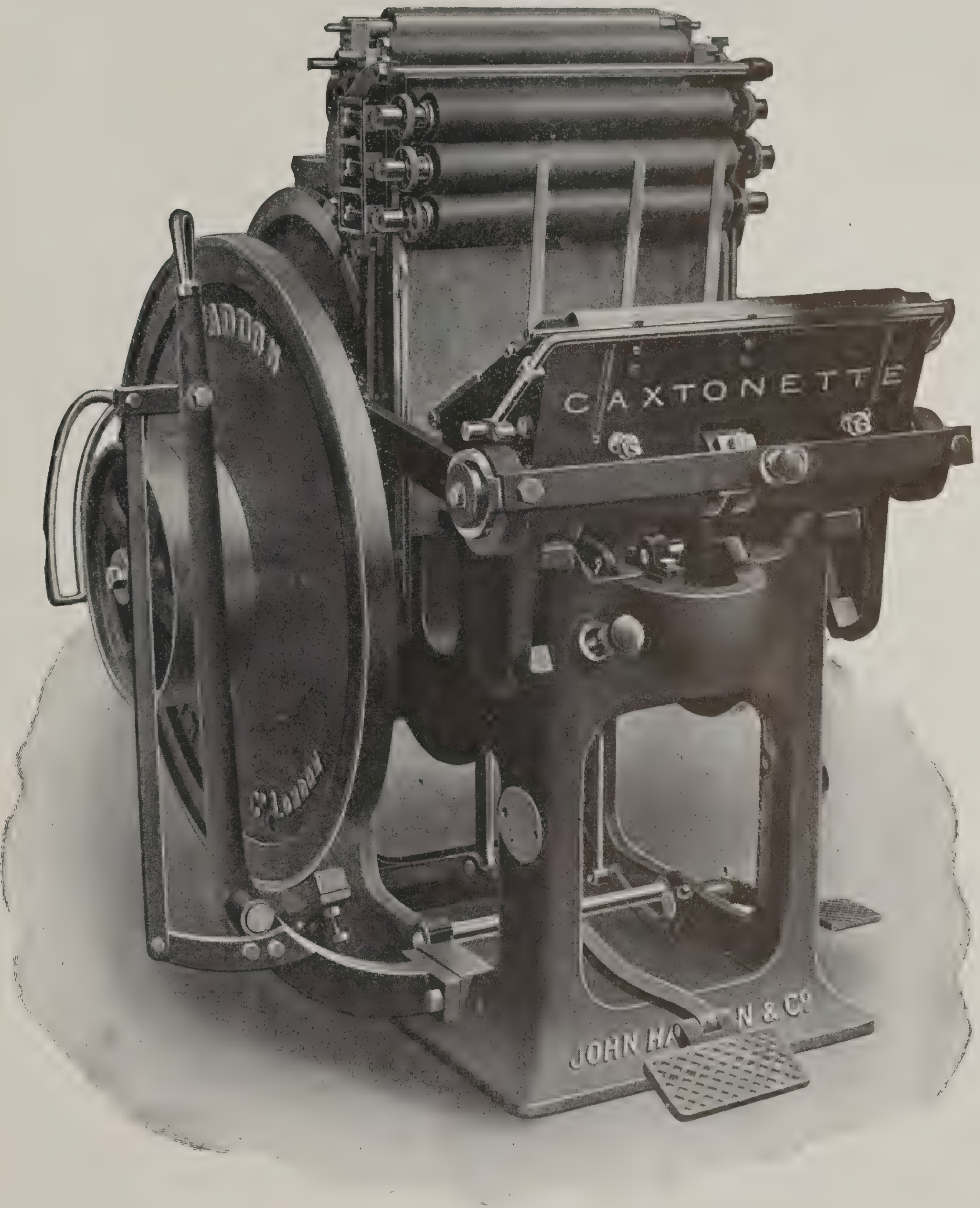

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Ocular Demonstration Convinces and Makes Sales

By Harry A. Cochrane

It is agreed by the builders of automobiles that it is essential to their sales that their machines be inspected by possible buyers. In consequence, the Automobile Shows have grown to tremendous size and their patronage by buyers is greater each succeeding year.

The same will be true of the Printing, Lithographing and Allied Trades Exposition, which has now become a feature of the trade. The exhibitors at the 1913 Exposition, at the Grand Central Palace, New York, were pleased with the results. We print herewith a letter from one press builder, which should engage the attention of those who want direct results.

THE AUTOPRESS COMPANY,
High Speed Automatic Printing Presses, 95 Madison Avenue, New York.
May 20, 1913.

In behalf of The Autopress Company, I want to say that the recent National Printing Exposition, held in New York City, April 19-26, was a splendid success. No other Convention or Exposition ever produced as much business for us.

Practically all completed Model A Autopresses at our factory were sold out during Exposition Week and the output of our new models, C, 13 x 19, and CC, 14 x 20, exhibited at the Exposition for the first time, was sold out entirely, so that we are now taking orders therefor only for delivery after August 15th. We feel sure this WORLD'S FAIR FOR THE PRINTING WORLD must have benefited every exhibitor and visitor.

Very truly yours, THE AUTOPRESS COMPANY,
Morris D. Kopple, President.

Aside from the opportunity to become acquainted with the Employing Printers and Lithographers, which the Exposition affords, it is a fact that there is nothing like an OCULAR DEMONSTRATION to convince a possible buyer that a machine will do the work he wants done and as speedily as he requires. There is a natural spirit of conservatism in the minds of the average printer, or, for that matter, any manufacturer, and he has to SEE a new thing which he is unfamiliar with BEFORE he will invest his money in it.

The same is true of supplies, especially paper. Showings of Printing and Lithographing results on a paper manufacturer's or distributor's product is more convincing than any other means of interesting the printer, and this Exposition will have a PAPER PRODUCT SHOWING which will be the greatest ever brought together.

In inks and other supplies, there is also an opportunity to show results in the printed and lithographed product, and to get in touch with many possible customers who are there in the investigating frame of mind.

The 1914 Printing, Lithographing and Allied Trades Exposition will undoubtedly attract more PRINTERS, MORE BUYERS OF PRINTING AND LITHOGRAPHY and more representatives of firms SELLING TO PRINTERS AND LITHOGRAPHERS than any other heretofore held in America, and it is pre-eminently the place where money can be expended to the BEST ADVANTAGE to show a machine or product.

TO SUPPLY MEN AND MANUFACTURERS:

As the space for this Exposition is being sold rapidly, selections should be made at once to secure preferred positions.

Address NATIONAL PRINTING, LITHOGRAPHING AND ALLIED TRADES EXPOSITION, Harry A. Cochrane, President, 200 Fifth Ave., New York City, 'Phone Gramercy 724.

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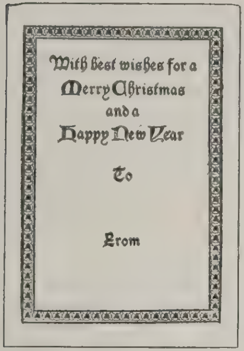

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